

Monrovia's Expose Unified School Operations

Sierra Madre News

Serving 38,346 in Sierra Madre, Hastings Ranch, Sierra Madre Villa, Oaks-Highland, Rosemead-Foothill Area

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Sierra Madre, California — Thursday, March 19, 1964

16 Pages — Vol. 57, No. 20

Sierra Madre Only

Income Property Owners Form Association At Meeting

Apartment house owners and owners of rentable income property met Wednesday evening, March 11, in the Sierra Madre City Hall for the purpose of forming an association. Sixty persons were in attendance, with Barney Yunk as temporary chairman.

At the start of the meeting Mr. Yunk explained the purpose of forming an association and the many advantages that a solid group would have to each standing alone in any situation. He then introduced George Voight, personal relations counsel for the L.A. Apartment Association, who gave the personal relations aspect of an association.

Gene Baird explained to the potential members present the value of a tenant reference service which could be maintained for the association for a nominal fee. This service would do much toward the elimination of skips, poor housekeepers and bad tenants.

Noren Eaton, local attorney, who is retained by the proposed association, gave the legal aspects of liabilities and the necessity to incorporate. Following this, Bob Solt gave the prospective members present the estimated cost of belonging to the association and the expenses that had been estimated; the cost being \$5.00 on signing of the application for membership, a one-time payment, plus \$3.00 per year annual dues, plus \$1.00 per unit per year.

During the question and answer period, Mr. Eaton explained that it would be necessary to elect seven directors, four for one year and three for two years. These directors would be the ones who would sign the

articles of incorporation, which had been prepared for their inspection.

Circulation of applications then was made and after signing the members were given a ballot with 14 names and nominations from the floor were opened. There being none, the election went to ballot with the following members being elected as directors: Hugh Warden, Barney Yunk, Bob Solt, Lola Rudbach, Gene Baird, Mark Schafer and Harry Moore.

It was explained that there was a potential of 365 members to the association, whereby Mr. Yunk called for a meeting of the directors after the meeting was adjourned.

At the first meeting of the Board of Directors of the Sierra Madre Apartment House Association, Barney Yunk was elected president; Hugh Warden, vice president; Eugene Baird, secretary, and Robert Solt, treasurer.

The following committee chairmen were appointed: Membership, public relations, Lola Rudbach; legislative, Mark Schafer; program and education, Robert Solt; contractors services, Hugh Warden; tenants relations, mailing, Harry Moore; and ethics, Robert Solt and Mark Schafer.

Membership chairman, Lola Rudbach, announced that a concerted membership drive will get under way immediately.

Painting Classes Offered

Grand Opening of Artists Center Set For This Week

The opening of the fifth new business in as many weeks for Sierra Madre comes in the announcement this week of the Grand Opening of a new artists center called the Sierra Madre Artists Studio and Petite Art Galleries at 54 W. Sierra Madre Blvd.

This new business under the co-ownership of Mae Reich and Winifred Rapp will specialize in all of the supplies needed and used by artists in their occupation, plus the displaying of some of the finer selections of paintings that come into their possession.

One of the outstanding features of this new store will be the classes in painting that will be held there each Saturday and also Tuesday evenings under the capable teaching of William Schustrin. Mr. Schustrin has a B.S. in Education, Newark State College, and is a well known teacher in art schools

in the East and throughout California. Enrollment is now open for these classes, and you are invited to the new store to register and look over the facilities.

Sunday, March 22, from 2 until 5 p.m. will be the first in a series of active artists showings that have been scheduled in the galleries of this new business, when Heinz Rosien will have a scheduled showing in an exclusive class of pastels, oils and watercolors. Mr. Rosien has held showings of etchings and paintings throughout major German museums, as well as throughout the United States and California.

This new business is certainly an added asset to our community, and our hand in a warm welcome is extended to these two very nice ladies and a wish of success and a long business life in our wonderful city.

Goldwater In L.A. Thursday

"If we maintain our strength we need never go to war because we're the most powerful nation on earth," says Senator Barry M. Goldwater.

The biggest dinner ever staged in California honoring a candidate for public office will be held Thursday, March 19, at the Los Angeles Sports Arena. This will be the Kickoff Dinner for the campaign of Senator Goldwater for his candidacy for the Republican nomination for President of the United States.

Dinner tickets are available for \$100 per person and \$25 per Young Republican member. Gallery tickets are also available for the after dinner speeches at \$5 and \$1 per person.

Local Students Win Certificates

In a recent report of school winners in the Achievement Awards Program, two Sierra Madre students received the prized certificates.

Miss Christine Louise Fisher, daughter of Mr. and Mrs. Frank W. Fisher, Jr., of 201 N. Adams, won in the Social Science Field at Alverno Heights Academy, 200 N. Michillinda Ave., Sierra Madre.

Also named winner was Richard J. Sepic, son of Mr. and Mrs. Val Sepic of 252 W. Mariposa, who also won in the Social Science field at La Salle High School.



RALPH HURWITT proudly shows his dear wife, Ann, a new arrival for Easter at the Ralph's Shoe Store, which has been a very progressive business in Sierra Madre since 1945. The Hurwitz's and the Ralph's Shoe Store will soon celebrate their 27th and 19th anniversaries in Sierra Madre. The Hurwitz's coming here in 1937 and the store established in 1945.

Established In 1945

Ralph's Shoes Added Asset To Sierra Madre Businesses

One of the most outstanding businesses in Sierra Madre for the past 19 years has been Ralph's Shoe Store at 41 N. Baldwin. Owned and operated by Mr. and Mrs. Ralph Hurwitz, this store has not only offered the very finest in nationally advertised shoes, but each customer is assured of complete satisfaction because of Hurwitz's slogan, "We Fit Your Feet and Not Your Imagination."

Originally from New York, Mr. and Mrs. Hurwitz moved to Sierra Madre in 1937. From then until 1945, Mr. Hurwitz traveled out of Los Angeles for a wholesale shoe company.

The Hurwitzs have three married children. One son, Alan, lives here in Sierra Madre, and their other son, Ronald, lives in Monrovia. Their daughter, Kathryn, was married last fall and now lives in San Leandro. They also are the very proud grandparents of Alan Taylor Hurwitz and Brooke Ann Hurwitz.

Some of the many famous brands of shoes that Sierra Madreans may select from at Ralph's are: for men, Bates, Jarman, Douglas and Hush Puppies. They also of the very good line of work shoes and boots. For the ladies, they carry Enna Jetties, Ciramo, Brogan, Sandlers of Boston and Hush Puppies. Also they have a wide variety of washable casuals by B. F. Goodrich.

For the teenagers, Ralph's has Kismet, Mr. Gus, Hollywood Scooters, Del Mar and Porter Thongs. The small fry can be assured of good looks and perfect fit in Acrobat shoes. And for the little ballerinas, Ralph's carries a full line of ballet slippers, leotards and tights. To complement every outfit, they also offer a varied selection of purses, and a complete stock of hose.

Not only can fine shoes for every member of the family be found at Ralph's, but they also offer expert repair work to keep each shoe wardrobe in perfect condition.

This past week saw 70 more paid subscribers from Monrovia join the growing list of Sierra Madre readers. Welcome aboard dear people. You can further benefit yourself by patronizing our very nice group of advertisers, and they will appreciate everything that you bring their way.

Here is just a reminder for you... the year would not be complete if I did not make these remarks and many of you would be disappointed if I let them down.

Americans work 2 hours

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Kiwanians To Hold Top Rodeo

Date of the annual Kiwanis Charity Rodeo in Los Angeles Municipal Coliseum was announced today as Saturday night, June 27, by Ernest Leidig, chairman of the Kiwanis Rodeo Association.

Leidig disclosed the event featuring the nation's top cowboys and bucking stock will be underwritten by the Kiwanis Club, University Park Foundation, and that charities of some 200 Kiwanis Clubs in Southern California are expected to benefit from proceeds.

Leidig revealed that Lex Connelly, general manager of the highly successful National Final Rodeo the past two years in Los Angeles, has been named to the same post for the Kiwanis Charity Rodeo.

"He will run the show," said Leidig, "and we are fortunate to have a man of his knowledge and ability."

Kiwanis clubs from Kern County to the border of Mexico will participate in ticket sales, retaining a portion of the proceeds for their own charities.

The Kiwanis Rodeo is a continuation of the old Sheriff's Rodeo, and this year it has been sponsored.

Jesse Thompson, 24 Year Resident, Passes Away

Mr. Jesse Thompson, age 86, of 60 W. Montecito, Sierra Madre, passed away March 17 in a Baldwin Park Sanitarium, after a lengthy illness.

Mr. Thompson was originally from Missouri, but had lived in California for 62 years, and in Sierra Madre for the past 24 years. He was an engineer for the Long Beach Woolen Mills.

Mr. Thompson is survived by two sisters, Miss Minerva Thompson of Sierra Madre, and Mrs. Juanita Bishop of Long Beach. And one brother, Mr. Frank E. Thompson of Roseburg, Oregon.

Funeral services are tentatively planned for March 19 at 2 p.m. at the Rippe Mortuary Chapel, with Rev. Ralph Applebury officiating. Interment will be in Live Oak Cemetery.

Arrangements are being made by Rippe Mortuary of Sierra Madre.

WEATHER

High Low Prec.

Mar. 10 70 46

Mar. 11 72 50

Mar. 12 62 48

Mar. 13 68 45

Mar. 14 80 50

Mar. 15 79 59

Mar. 16 79 63

Rainfall to date 8.03"

Year ago to date 8.55"

Bob Hopkins Joins Staff of La Lone Realty

It is always a pleasure to announce new business opening in town, that is the sign of progress. It is also equally a pleasure to see established business grow, and that is just what La Lone Realty is doing. Dorothy, who is "head boss" at La Lone Realty has added a new member to her staff, a long time resident of Sierra Madre, Bob Hopkins.

Bob and his wife De live at 390 E. Grand View and Bob states that he has always been interested in real estate, so now he has joined forces with Dorothy La Lone to bring Sierra Madreans the best values in real estate.

Capt. Everett Services Held

Captain E. G. Everett passed away March 9. He was in the Veteran's Hospital in Coral Gables, Fla., for a month. In 1898 he volunteered for service in the Spanish - American War, joined the 13th Minnesota Regiment Co. F., served nearly two years in the Philippines where he contracted typhoid fever and was sent home. He belonged to U.S.W.V. almost since its inception, and served as a Commander.

Capt. Everett was a member of the Congregational Church of Sierra Madre.

He leaves his wife, Nettie E., and a brother, Laurence, of St. Louis, Missouri. In May of 1963, Captain and Mrs. Everett moved to Boynton Beach, Fla. to make their permanent home at 3040 S. Seacrest Blvd. Services were held Wednesday, March 11 in the Philbrick's Coral Gables Chapel with Rev. William Boland of Belle Glade, Fla., officiating. Creamation followed.

Community Exceedingly Lucky

Wind Storm Made History In Sierra Madre Area

Sierra Madreans can certainly feel lucky over the storm damage that was created on Monday, when consideration is given to the hundreds that lost their homes or valuable property.

With winds reaching a velocity and continuing around 70 - 75 miles per hour, damage was contained mostly to trees in the city. Some instances were reported where trees had blown onto buildings, damaging cars and contents of the buildings, and fences blown down, but further than this property damage was exceedingly light compared to other areas.

In this area the Southern California Edison Company probably had the heaviest property damage. They started calling in their outlying crews early Monday morning and before the day was over had 57 outside working crews on the job in the Sierra Madre-Monrovia area. These crews came from as far away as Visalia and Whittier and beach areas. They worked throughout the day and night keeping service alive and repairing lines torn down by blowing trees.

A great big thank you is extended to our local volunteer fire department. Fast on the job at 6 a.m. Monday morning they tackled a palm tree fire that could have been disastrous in any other area. Several other calls were quickly answered and serviced.

High Winds Break Wires

The local fire department responded to the first of several fires early Monday morning when the high winds broke electric wires and ignited a palm tree at the corner of Park Ave. and Manzanita. Quick response is credited with keeping the damage limited.

Taxpayers Oppose Need For 95' Tax Override

Old Adage Noted 'Liars Sure Do Figure — But Figures Do Not Lie'

What is a school budget and what purposes does it serve?

The budget represents a decision of how to spend anticipated funds during the school year. Various amounts of money are allocated to various categories and in proportion to their relative importance in the overall operation. It is one of the responsibilities of the Board of Trustees to adopt a budget. The kind of educational program that this budget represents when adopted, published and filed with the County Superintendent's Office is also the Board's responsibility.

It should be realized, however, that the Board members act principally on the recommendations of the chief administrator, the Superintendent. Individual Board members generally do not have the time and/or ability or desire to check into the details of the school management. This is undoubtedly one of the weakest aspects of the California school system.

Recommendations For all practical purposes, the budget that is finally adopted by the Board represents the Superintendent's recommendation of how best to serve the educational needs with the available funds. After all, the chief administrator ought to be thoroughly familiar with such subjects as budget requirements, inventories and inventory control, purchasing and its control, labor and personnel management and

Maintenance of Plant Budgeted Spent Over
Classified salaries \$ 80,000 \$ 84,288 \$ 4,288
Replacement of equipment 10,000 21,153 11,153
Other expenses 28,000 46,726 18,726
Total \$118,000 \$152,167 \$ 34,167

Capital Outlay
Improvements of sites \$ 3,000 \$ 4,553 \$ 1,553
Buildings 3,000 3,665 665
Books 1,700 3,526 1,826
Equipment 31,000 56,876 25,876
Total \$ 38,700 \$ 68,620 \$ 29,920

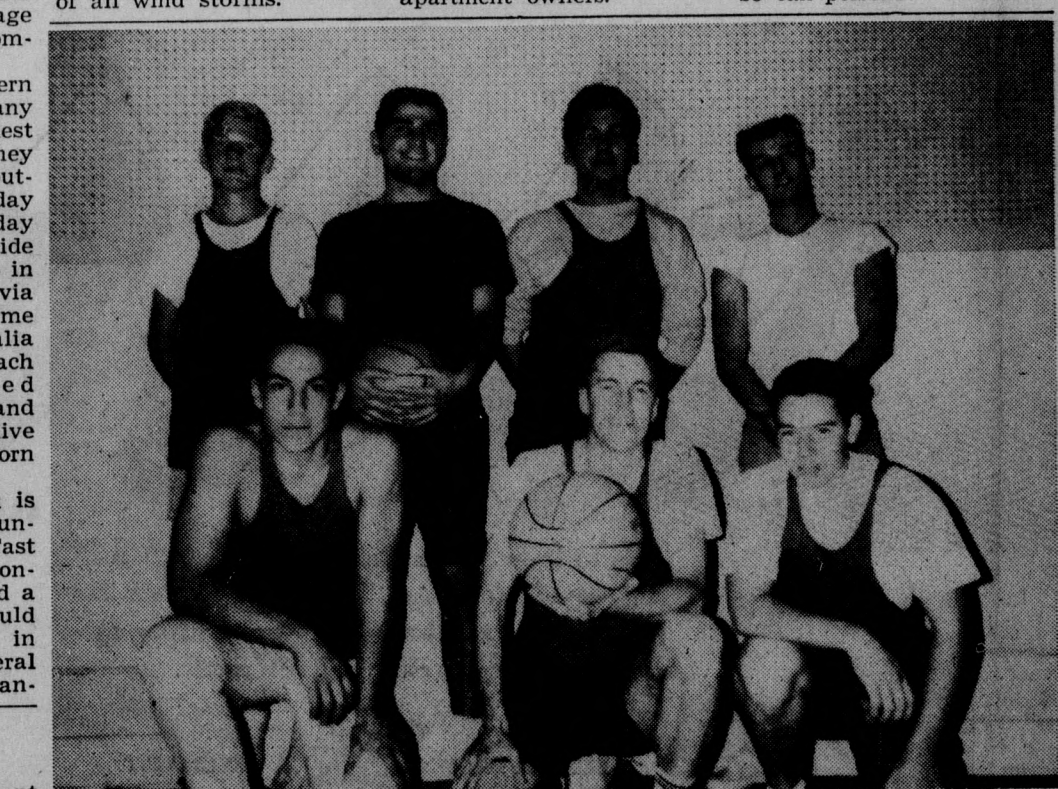
Other Expenses of Instruction
Textbooks \$ 17,000 \$ 19,677 \$ 2,677
Other books 15,700 26,425 10,725
Other expenses 108,632 142,230 33,598
Total \$141,332 \$188,332 \$ 47,000

Total amount spent in excess of appropriations: \$111,087

D. M. Wilson, New President of Sun City Apartments

Donald M. Wilson, former builder of highways and bridges in Kansas, and houses in California as a resident of Sierra Madre, was recently elected president of the Pebble Beach Cooperative Apartment building at Sun City, Calif., where he resides with his wife, Nora. They formerly lived at 1135 Oakwood Place, Sierra Madre.

The apartment building was built by the Del E. Webb Corporation as part of the over-50 active retirement community and sold to the apartment owners.



IT CAME TO Doug Delahooke's attention that there were several boys around interested in basketball and tumbling, and also that there was a perfectly good gym in the basement of the Congregational Church not being used, so in cooperation with the Sierra Madre Recreation Dept. with Doug as coordinator, these boys and the gym are now together playing a fast game of basketball, and tumbling every Monday evening from 6:30 to 8:30. Doug states that all boys interested, of junior high school age and above, are invited to attend whenever they wish.

Deviations

The reader will note the tremendous deviations from the budget. The reader is reminded that the budget represents the established policy of the Board of Trustees regarding how best to serve the educational needs of the District with the funds that are available. Gross deviations as shown above represent major changes in policy. Did the Board change its policy after adoption of the budget? Did the Superintendent recommend and convince the Board to change the educational program? Did the Board direct the Superintendent to place greater emphasis and importance on the above categories? There is no evidence to indicate that there were any discussions or proposals to make budget and educational changes subsequent to the adoption of the final budget for the year 1962-1963 other than to re-instate limited school bus transportation to be financed out of the undistributed reserve account.

Lack of Budget Control?

Unless the overspending was done deliberately it would appear that there is an appalling lack of budget control. It is inconceivable that an administration would not be aware of exceeding an appropriation. Also, if this occurs without prior consent of the Board it would appear to display a rather presumptuous attitude of changing District policy without the Board's approval. How is it possible to

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Hartman's Urge Poison Prevention

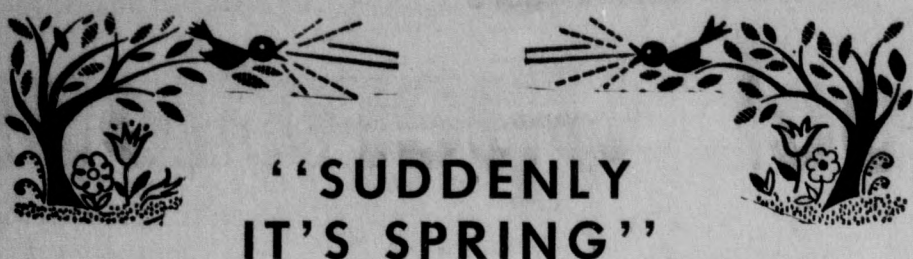
How long has it been since you have cleaned out and thrown away old medicine from your medicine chest? Do you keep your detergents, bleaches, pesticides, waxes, and so forth out of reach of little curious hands?

Few of us are aware of the many poisonous products we have in our homes, states Rudy Hartman of Hartman's Pharmacy as he, along with 123 thousand other pharmacists throughout the country join in the 3rd observance of National Poison Prevention Week, March 15 to 21.

Investigation finds that accidental poisoning is most common in children from 1 to 4, this being the "learning stage" all little tykes having a natural, healthy, curiosity, and leading a "hand-to-mouth" existence, where everything goes into the mouth.

Accidental poisoning can be prevented, for parents can remove the means of its occurrence. This week your local pharmacist will be devoting his time and efforts in attempting to alert their patrons to the dangers of poisonings in the home.

Mr. Hartman urges all to visit their local pharmacist this week and learn about the safe handling of poisonous products and the proper storage of medicines. Remember children act fast — so can poisons!



Trees Budding . . .
Birds Singing . . .
Flowers Blooming . . .

Spring fever has you — You are in a joyous mood —
 Your thoughts are of Gay Clothes for Dress and
 Play — So you do what comes naturally —

GO TO —

One Kersting Court in Sierra Madre

Where you know you will find a wide selection of
 styles — colors and fabrics — all labeled from
 makers, whose designers are tops in their field. Real-
 istically priced too.

Whether it's Dresses — Sportswear or Swimwear
 You'll find —

it pays to keep

Gullett & Harris

in mind

one kersting court

355-1017

in sierra madre

P.S. — It's a good time to select your Elizabeth Stewart —
 Catalina or Petti Jrs. Swim Suit for Easter Vacation

Ours exclusively
in this area

Don Benito PTA To Have Guest Speaker Mar. 19

The next meeting of the Don Benito PTA has been planned for the many parents that indicated great interest in Pasadena's program for handicapped children.

Dr. Leo Buscaglia, supervisor of special education in the Pasadena City Schools will speak on the work done for children with special needs. Dr. Buscaglia, who is a native son, received his BA, MA, and PhD, from the University of Southern California, and has held his present position for 14 years. He recently returned from a year-long round the world tour, during which time he investigated the programs and procedures for special education in many countries.

All are cordially invited to attend the meeting on March 19, at 7:45 p.m. in the school auditorium.

Beta Sigma Phi Plans Party For March 21

A rollicking good time is in store for members and friends of Gamma Tau Chapter, Beta Sigma Phi, when a crowd of some 50 persons gathers on Saturday night, March 21, at 7 p.m. for a ways and means cocktail tasting party and dinner. After cocktails are served at the home of Dan and Lillian Castiglione, 3435 S. Arroyo Drive, San Gabriel (Lillian is the chapter's ways and means chairman), the guests will dine buffet-style in the neighboring apartment of Ted and Dottie Hill. Mrs. Hill is the chapter president.

Other chapter members who will be hosting for the evening are the Misses Elena Damiao, Anne McComb and Margie O'Toole of Los Angeles. Jerrie Fond of Los Angeles with husband, Howard, will also be present, and from South Gate, Nancy and Bill Jones will attend. Annie Aguilar, and others from Sierra Madre plus Mr. and Mrs. Gerry Nicoll, of Tustin will be present.

Social and Club Activities

SM Woman's Club Announces Plans For Tea Meeting

Sierra Madre Woman's Club offers another varied and entertaining program for its tea meeting Wednesday, March 25, at the club house, 270 W. Sierra Madre Blvd.

Marianne Dembisky, accomplished young student of Ivan Baker, church organist and teacher at the Arcadia Music Mart, will give several piano numbers which she performs with unusual vigor, clarity and rich expression.

Dan Brock, lapidary, will show samples and explain the fine points of stone cutting and polishing. Mrs. Henry Wade Sr. with her usual deft artistry at the table, will provide food for both the eye and the taste.

The meeting convenes at 2 p.m. Members are urged not to miss this occasion and to take a friend, according to President Mrs. Albert Barkman. Several new members will be introduced by the membership chairman, Mrs. Alan Born.

Pasadena Summer Schools To Begin, June 22

The Pasadena City Schools again this year will offer summer sessions at the elementary, junior and senior high school levels for all students of public, private and parochial schools who reside within the boundaries of the Pasadena Unified School District.

Summer session information and course offerings for the elementary and junior high schools was distributed to all public, private and parochial schools on March 6. Senior high school summer session information may be obtained at the Muir High School, Pasadena High School and McKinley Junior High School (where the summer session for Blair High School will be held).

Summer sessions will begin for all grade levels (present fourth through present eleventh grade) at 8 a.m. on June 22. Elementary and junior high school summer sessions are of six weeks duration. Some senior high school summer courses last eight weeks. The six weeks sessions end on July 31, and the eight weeks sessions are concluded on Aug. 14.

Students who elect to enroll for summer sessions must attend the school located in their zone of residence. Out-of-district permits will not be accepted for enrollment. No school bus transportation will be provided.

64th Annual Iowa Winter Picnic

The 64th Iowa Winter Picnic will be held at Recreation Park, 7th St. and Park Ave., Long Beach, on Saturday, March 28.

The program, featuring entertainment by the Long Beach Municipal Band, will begin at 1 p.m. Principal speaker will be the Honorable Jack Richard Miller, United States Senator from Iowa.

Sierra Madre Churches
Welcome You

Local D.A.R. To Have Guest Speaker Mar. 16

Sierra Madre Chapter, National Society Daughters of the American Revolution, meets Monday, March 16, at 7:30 p.m. in the Park House, 25 S. Hermosa, Sierra Madre.

The speaker of the evening will be Beatrice Saunders, according to Mrs. James C. Greer, program chairman. Her topic is "Memories of a Trip Through Europe."

Aside from the usual chapter business and the special speaker, there will be reports from those attending the recent conference at Coronado, where the California State Society held its 56th annual conference March 10 through 13, with Mrs. Frank R. Mettlich of San Diego, state regent, presiding. Mrs. Robert V. H. Duncan of Alexandria, Va., president general of the National Society, gave the opening address on "Be Strong and of Good Courage." Rear Admiral Leslie H. E. Gehres, USN, Ret., spoke on "The Self Government of Free Men." The Sons of the American Revolution and the Children of the American Revolution each had representation and the mayors of both San Diego and Coronado and a representative from Governor Brown gave addresses.

Attending from Sierra Madre Chapter were Mmes. Gwendolyn Becker, regent; James C. Greer, vice regent; Dorothy Baumback and Jane Lowry.

Hostesses for the meeting are Mrs. Walter Gardner and Miss Harriet Taylor.

Search For Theme For Tournament Of Roses In 1965

An invitation was issued today by Walter R. Hoeflin, Jr., president of the 76th annual Tournament of Roses, for lovers of floral beauty everywhere to submit ideas for an overall theme of the parade to be held in Pasadena on January 1, 1965.

Suggested motifs are to be written on postal cards — not letters — and mailed to the Tournament of Roses Association, 391 S. Orange

WCTU Institute To Be Held

A Los Angeles County Woman's Christian Temperance Union Institute will be held Thursday, March 26, 10:30 a.m. to 2:30 p.m. at the Nazarene Church, 191 W. Sierra Madre Blvd.

The Monrovia Woman's Temperance Union joins the Harter Union of Sierra Madre as hostesses. The local president, Mrs. Nelle Vieira, will open the day's program with a short business session. The County Institute program will follow with Miss Zorra Glassey, Los Angeles County president, directing.

Mrs. Esther Depew, president of the Los Angeles Federation, will speak at 11:15. Mrs. Depew represents the cause of temperance in a radio program every Saturday at 4:45 p.m. on KGER, and has been prominent for many years in work with young people.

After special music, Mr. Ankeny, minister of Christian Education at Bethany Church, will have the devotional period. Luncheon will be served at noon by the Harter and Monrovia Unions.

The afternoon program, beginning at 1 o'clock, will present Mr. David Depew of Alhambra, editor of T.N.T. (Temperance News Trumpet). He is the past president of the Southern California Youth Temperance Council. Also Mr. Youngblood, one of the county directors of WCTU, will speak on "WCTU Over the World."

Everyone is welcome for the day. Grove Blvd., Pasadena, California. Interested persons may submit an unlimited number of ideas as long as each is written on a separate postal card. The individual whose theme is selected will be the guest of the Tournament of Roses next January 1, at the parade, luncheon and game.

All contest entries on post cards postmarked before midnight of April 15 will be carefully considered by the judging committee, assisted by Max Colwell, Tournament manager, and his staff.



CRIB CROP

New Arrivals
in the
Sierra Madre
Area

Monrovia babies born between March 1 and March 7 are:

- Mr. and Mrs. Harry Lukes, 322 Bella Vista St., a boy, March 1.
- Mr. and Mrs. Ralph Shearer, Jr., 611-A Parker Ave., a boy, March 1.
- Mr. and Mrs. Richard Kutsch, 1516 Encino, a boy, March 1.
- Mr. and Mrs. Ralph English, 431 W. Central Ave., a boy, March 3.
- Mr. and Mrs. John H. Cockburn, 2515 Graden St., a girl, March 3.
- Mr. and Mrs. Julius Eno, Jr., 123 N. Sunset Pl., a girl, March 3.
- Mr. and Mrs. Jon Donnelly, 2222 Treelane Ave., a boy, March 4.
- Mr. and Mrs. Bennie Casmano, 438 Patterson Dr., a boy, March 6.
- Mr. and Mrs. Richard Reisinger, 916-C Genoa, a girl, March 7.
- Mr. and Mrs. Ronald Munkeboe, 525 W. Jeffries, a girl, March 7.

2-SIERRA MADRE NEWS Thursday, March 19, 1964

AOPi's to Have Birthday Party

To celebrate 25 years as an alumnae chapter, Pasadena area AOPi's will gather on Thursday, March 19, at 8 p.m. Mrs. C. H. Koch, 741 S. Hudson, Pasadena, will open her home for the event. With Mrs. Vernon Rose of San Marino presiding, the nominating committee will present the slate of officers for the coming year, and elections will follow.

In addition to the birthday party, the program for the evening will be a demonstration of craft ideas from the very simple to the elaborate, including mosaics. Mrs. William Weston, program chairman, will introduce the speaker, Mrs. Mavis Uhler of the Mission Art Center in San Gabriel. Hostesses include Mrs. Robert Ziegler, chairman, Mrs. Koch and Mrs. Rose.

PAUL SYKES
Horizon Recording Artist
SHERWOOD SINGERS
"The Young Swingers"
PATTI INGALLS
Soprano

THE ICE HOUSE
THEATRE-RESTAURANT
24 N. MENTOR PASADENA
MU 1-9942

Den
Lunch 11:30 a.m. to 2:30 p.m.
Cocktails 'til 2:00 a.m.
Dinner 5:30 p.m. to 11:00 p.m.
670 N. Lake near Orange Grove
PASADENA
BYCAMP 5-0964
Closed Sundays and Holidays

Arcadia Garden Center

145 E. Huntington, Arcadia HI. 7-2408
Open Sunday 9:30 to 2:30 — FREE DELIVERY

NEW

Bandini

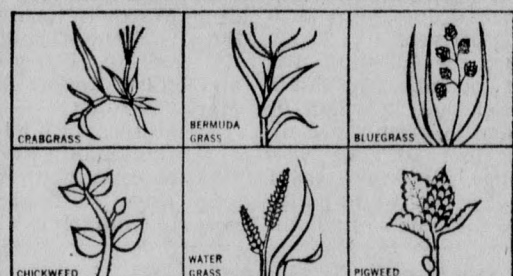
WEEDILIZER

FOR
DICHONDRA
ONLY

THE ONLY

**POTENT DICHONDRA FERTILIZER
THAT KILLS WEEDS. TOO!!!**

THESE WEEDS (AND OTHERS) MOVE OUT WHEN WEEDILIZER MOVES IN



Bag to cover 1250 sq. ft. 5.95
 Bag to cover 5000 sq. ft. 9.95

ANNOUNCING THE GRAND OPENING

of the
**SIERRA MADRE
ARTISTS STUDIO**
And PETITE ART GALLERIES
at

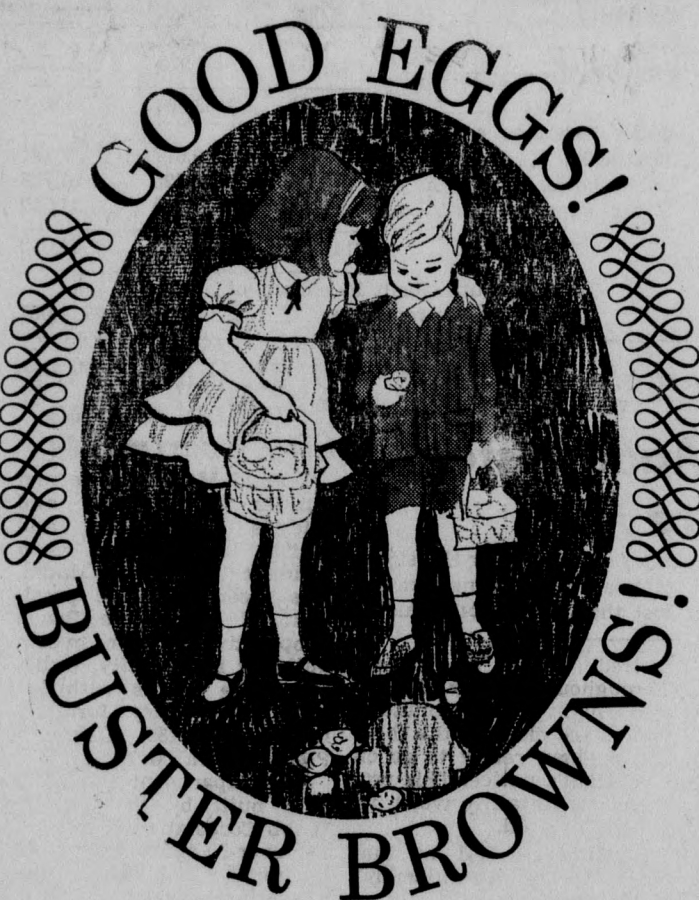
54 WEST SIERRA MADRE BLVD.

Under the Co-ownership of
Mae Reich and Winifred Rapp

Specializing in
ARTIST SUPPLIES

— and Introducing —
William Schustrin
As Our Art Instructor

You May Enroll Now For Classes
Every Saturday, and Tuesday Evening
Store Hours — 9:30 A.M. to 5:30 P.M.



\$7.99

\$7.99

\$8.99

\$8.99

Plan to see our new Buster Browns . . . beautifully styled for Easter and built to wear far beyond. And as always our trained fitting specialists assure your child of a perfect fit.

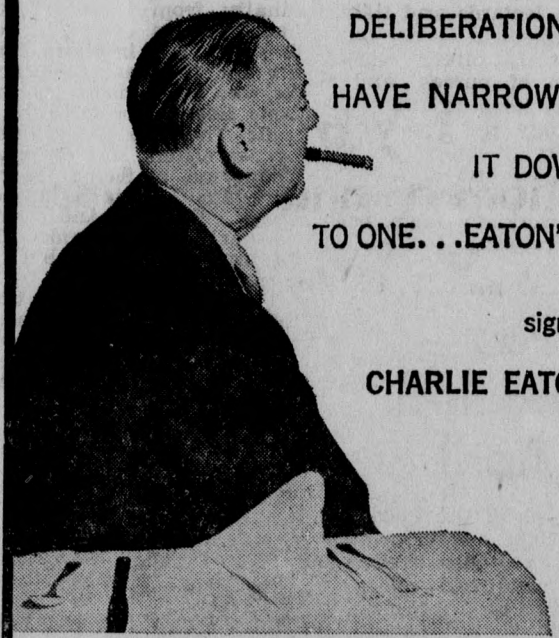
BUSTER BROWN FIT SPECIALIST

**HAROLD'S
SHOES**
Upper Hastings Ranch
PASADENA, CALIFORNIA

"I HAVE BEEN ASKED MANY TIMES FOR
MY OPINION ON WHICH ARE THE BEST
RESTAURANTS IN SOUTHERN CALIFOR-
NIA. AFTER MONTHS OF QUIET, CAREFUL
DELIBERATION I
HAVE NARROWED
IT DOWN
TO ONE. . . EATON'S!"

signed

CHARLIE EATON



1150 COLORADO BLVD., ARCADIA • MU 1-6033

Byron Hopper

jeweler

Gift Consultant
... Suggests



Artcarved
DIAMOND RINGS
Beloved by Brides
for over 100 years
MIDNIGHT STAR RING\$250.00
Ring enlarged to show detail.

EVERY GIFT
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Mr. and Mrs. Donald Haley, Local Residents, Move To Australia In Feb.

When Mr. and Mrs. Donald Haley and their small son, Timmie, sailed on the S.S. Oronsay for Australia, they received a royal send-off, not only from their friends, but also from the Glendora Caldonia Pipe Band. The bagpipe band, for which Mr. Haley had been the drummer, played continuously until the liner sailed at midnight on Feb. 13.

Mr. and Mrs. Haley, who

lived at 241 N. Baldwin, Sierra Madre, until their departure, will be greatly missed by their many friends here. Mr. Haley worked at the local Post Office for three years and also was a member of the Sierra Madre Volunteer Fire Department. Because of the year's schooling he received through the Fire Department, he was not only called frequently to assist the Sierra Madre Search and Rescue Team, but now has accepted a position as a fireman with the Adelaide Fire Department in Australia.

Orchid Hobbyists Presenting Show March 19-22

San Gabriel Valley orchid hobbyists are hosting the 10th Western Orchid Congress and "Orchids on Parade," the accompanying orchid show, to be held at the Huntington-Sheraton Hotel, Pasadena, March 19-22. Victor H. Pinckney, Jr., of Pasadena, noted landscape architect and flower show designer, is designing the show to exhibit at their best the mass displays of Cymbidiums and groupings of Cattleyas, Phalaenopsis, Cypripediums and many unusual species. A special section is being reserved for orchids sent over from Hawaii.

"Orchids on Parade" will be open to the public from 10 a.m. to 10 p.m. Friday and Saturday, March 20 and 21, and from 10 a.m. to 6 p.m. Sunday, March 22. The hours from 7:30 a.m. to 10 a.m. each day are reserved for photographers, who may use tripods and flash equipment during this period.

Speakers for the lecture sessions of the Congress Friday evening and Saturday will include Gordon Dillon, executive secretary of the American Orchid Society from Cambridge, Mass.; William Kirch, grower and hybridizer from Honolulu, Hawaii; Mr. and Mrs. Lewis Vaughn, private growers and experts on Phalaenopsis from Florida, and California authorities on orchid hybridizing and growing.

YWCA Announces Plans For Easter Camping Trip

The annual Easter Camp conducted by the Young Women's Christian Association is set for March 23 through March 26 at Camp Tahquitz Meadows, the YWCA camp at Mountain Center, near Idyllwild in the San Jacinto Mountains.

According to Mrs. Janet Grizzard, chairman of the YWCA camp committee, any teenage girl in the sixth grade up may attend. The program will be directed by Mrs. Dorothy Mills, camp director. Miss Nancy Kleinhammer, teenage director of the Pasadena YWCA, will accompany the group on the trip.

Campers will go from the Pasadena YWCA by chartered bus on Monday, March 23, and will return on Thursday, March 26. Total cost of the program is \$15. While at camp they will hike, ride horseback, play an active game of volleyball or softball, make something in arts and crafts, sing around the campfire at night or just talk to former camp acquaintances.

For additional information, call the YWCA, SY. 3-5171. Due to limited space, girls interested in going should sign up now and avoid disappointment by waiting too long. Campers may register at the YWCA, 78 N. Marengo Ave., Pasadena.

Golf Winners In 'Ham Shoot'

Eaton Canyon Women's Golf Club held a "Ham Shoot." The following are the winners and their net scores in each flight:

A flight, Gloria Keough, 74; B flight, Doris Pooler, 67; C flight, Clare Rudewer, 67.



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THIS WEEK'S HELP-FUL HINT: When applying lotions, cleansers or makeup, use upward strokes.

Karen Van Pelt, Alverno Junior, Places In Contest

Miss Karen Van Pelt, a junior at Alverno Heights Academy, Sierra Madre, has been chosen as the school winner in KABC-TV's recently conducted essay contest in connection with its Freedom Train Document campaign.

An American flag complete with outdoor attachments and engraved name plate plus a personal copy of the Freedom Train portfolio of 40 documents are the awards which Karen will receive for Alverno Heights Academy.

The judges were Dr. C. C. Trillingham, superintendent, Los Angeles County Schools; Dr. Louise Seyler, deputy superintendent, Los Angeles City Schools; Georgiana Hardy, president, Los Angeles Board of Education; Bishop Gerald H. Kennedy, Southern California Arizona Conference Methodist Church; and Elton H. Rule, vice president, general manager KABC-TV.

During the month of March, students at Alverno Heights Academy, Sierra Madre, will participate in four testing programs. Senior mathematics classes will compete for a medal award, March 5. This annual high school mathematics contest is jointly sponsored by the Mathematical Association of America and the Society of Actuaries.

The National Educational Development Test for freshmen and sophomores, and the National Merit Scholarship Qualifying Test for juniors will be administered March 10. The former testing program enables the students to receive certificates of merit and the latter will enable outstanding students to receive letters of commendation or scholarships.

Latin classes will enter into testing competition on March 19 when they will take the APFL (Association for Promotion of Study of Latin) Nationwide Latin Examination. Students will vie for medal-pins, achievement-certificates and a school trophy.

Social and Club Activities

Mr. Jack Miller Honored At Birthday Fete

On Saturday, March 7, Mr. Jack Miller was honored at a delightful birthday party given by his wife, Bernice. Approximately 40 of their friends gathered at their home, which was beautifully decorated with violet flower arrangements, from 1 to 10 p.m. All of the guests enjoyed playing games, and most especially, the singing of Miss Leslie Maham of Reseda. Mrs. Miller served a delicious buffet supper, which was climaxed by home made ice cream, made from a recipe that has been in the family for years.

Mr. Miller is an engineer with Electro-Optical Systems. He and Mrs. Miller formerly lived in Azusa, but with their three children, Mathew, Mark and Ruth, moved to their present home at 700 Auburn, Sierra Madre, a year ago.

Out of town guests attending included Mrs. Miller's parents, Mr. and Mrs. Milton Woods of Monrovia, Miss Dorothy Dallas, also Mr. and Mrs. Forest Evans of Reseda, Mr. Michael Howe of Reno, Nevada, and Mr. and Mrs. William Evans of La Puente. Coming from North Hollywood were Mr. and Mrs. Allen Farnum, Mr. Lester Farnum, Mr. Stephen Dallas. Also attending were Mrs. Stanley Woods and her daughter, Carol, from Baldwin Park, and Mr. and Mrs. John Theissen of Sagus. And coming from Serman Oaks were Mrs. Mollie Sullivan and Mrs. Anne Weber.

Folk Dance Class Held In El Monte

Folk dances from many lands are being offered in El Monte by well-known teacher Nate Moore. The class is open to beginners, both singles and couples, and is sponsored by the El Monte Department of Parks and Recreation.

The group meets at 8 o'clock Monday nights, at the Columbia School auditorium, 3400 N. California St.

The class apparently is the only one being given between Pasadena, El Sereno, and Whittier, and is attracting dancers from many neighboring communities.

Panhellenic Ass'n Plans Workshop Meeting Mar. 26

A workshop meeting is scheduled for members of Pasadena Area Panhellenic Association at their next meeting Thursday, March 26, according to President Mrs. Stark Baker, Alpha Phi. Delegates and alternates from all national sorority groups affiliated with the National Panhellenic Council from the membership. The group will meet at 10 a.m. at the home of Mrs. Rodney Garner, Zeta Tau Alpha, 1530 S. Oak Knoll, Pasadena. Final arrangements for the scholarship awards and mother-daughter tea to be held April 25, will be discussed.

Scholarships are planned to be awarded at eight local schools, Alhambra, Pasadena, John Muir, San Marino, South Pasadena, Temple City and San Gabriel High schools, and Pasadena City College. Fund raising projects for future scholarships money will also be considered.

Hostesses for the coffee hour, which precedes the business meeting, will be Mrs. J. Hoy Smetz, and Mrs. Elwood Leine, Alpha Chi Omega, Mrs. Edmond H. Colliau and Mrs. Presley Wiggs, Sigma Kappa; Mrs. Robert L. Kern, and Mrs. Charles C. Lee, Eta Tau Alpha.

Announce Winners In Art Exhibit

Las Artistas, a woman's art club, announces the award winners of the exhibit currently on display at the Wilshire Federal Savings and Loan Art Salon, 3500 Wilshire Blvd., Los Angeles.

The show continues until Friday, March 27. Hours are 9 to 4:30 weekdays and 9 to 6 on Fridays.

Still Life—1st, Carole Palmerston, "Palette," 2nd, Rose Miller, "A La Squash," 3rd, Vesta Rose McMeans, "Bean Pots."

Portrait—1st, Lucile Sloan, "Sleepy Time," 2nd, Dorothy Schmidt, "The Bookworm."

Watercolor—1st, Carole Palmerston, "Janis M," 2nd, Pamela Mason, "Flight Homeward," 3rd, Patti Brown, "Green Sea," 2nd, Rose Miller, "Private Entrance."

Landscape—1st, Katherine Calvert, "Chinatown—San Francisco," 2nd, Katherine Calvert, "Sunset at Grand Canyon," 3rd, Katherine Calvert, "Bridal Veil Creek."

Illustrated Talk At Monrovia Library

Monrovia Public Library presented "An Achievement in Community Service," an illustrated talk by Mrs. K. Ainsworth, head librarian, and Miss Ruth Banks, audio-visual librarian.

This was a lecture emphasizing unusual and little-known activities of the Library. It was one of a series of public meetings organized by ABC.

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Friday, March 20—Carole Palmerston.
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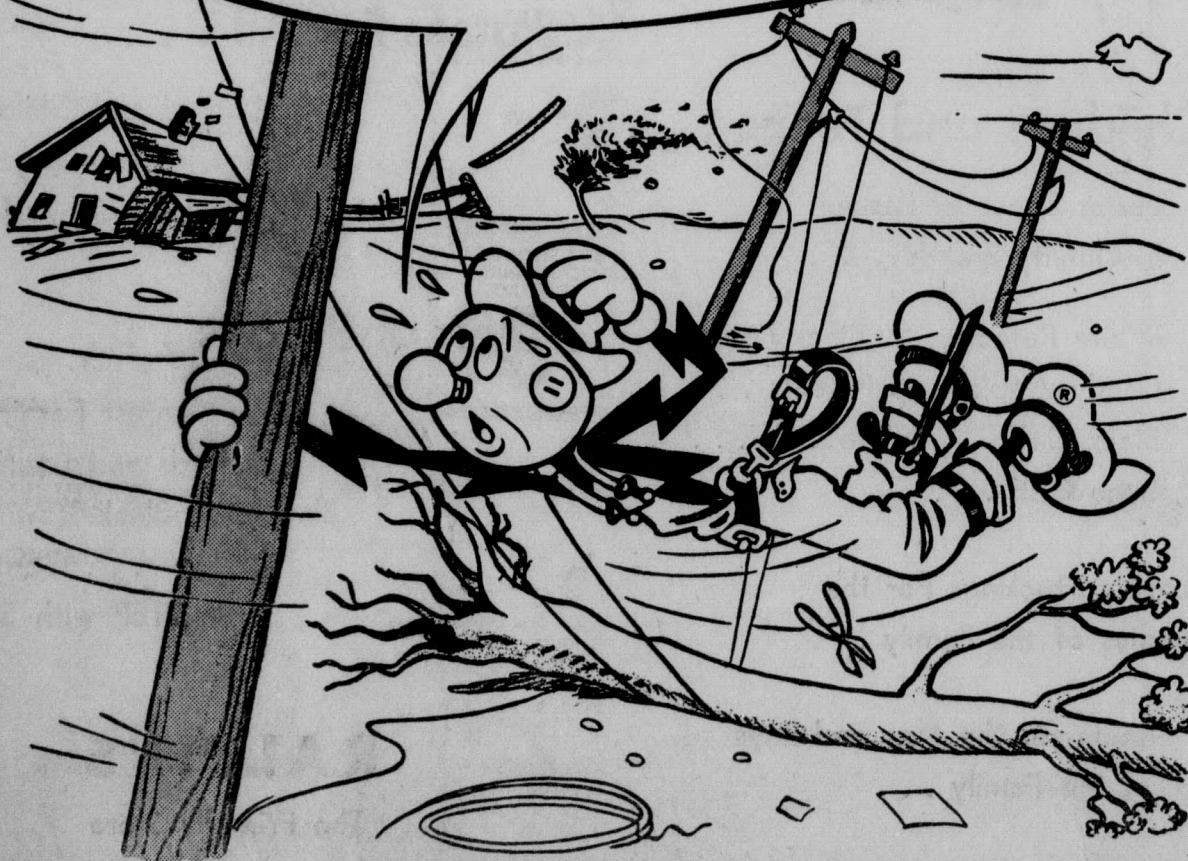
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Eugene Field PTA Have Successful 'Hocus Focus'

Following a three-night sell-out, the cast and crew of the tremendously successful "Hocus Focus," put on by the Eugene Field PTA, celebrated at a Post-Show party for 65 couples last Saturday night, March 14. The party began at midnight at the home of Joe and Sue Cummins, 605 Kim Road in the Hastings area. From all reports the undertaken was so successful that volunteers are already signing up for next year's play.

During the evening the cast presented a very fancy, "tote bag" to Betty Gruwell, director of the play, and a clever framed scroll to Mary Skanser, the show chairman. Chuck Haver entertained all by showing slides he had taken of the show. Also adding to the festivities were part of the band, Gerry Drea, George Sabin, Nettie Galbraith and Jim Lawler. Singing by the group were an incomparable Hootenanny group called "Minnie, Moe, Mac and Mabel." In this group were Myrna McFarland, Roy Hoffman, Bob Buss, Ed O'Connor and Al Powell.

Friday At the Jewish Temple

"The Modern Pascal Sacrifice" will be the topic of Rabbi Martin Sofer's sermon on Friday, March 20, at Foothill Jewish Temple-Center, 212 N. Lima, Sierra Madre. The Sabbath Eve worship, starting at 8:15 p.m., will be enhanced by Cantor Solomon Edelman, assisted by the Temple choir under the direction of Bob Saichek.

Chaparral Poets Announce Poetry Contests

The California Federation of Chaparral Poets is sponsoring an adult poetry contest, open to any resident of California. Prizes range from \$25 to \$5. The deadline for submissions is April 1. Full information may be obtained by sending an inquiry to Almyra Noller, 9901 Brookway St., El Monte.

Also entries are being received daily for the state poetry contest for senior high school students. The final date for submissions is April 1. Poems are classified in four groups: senior high serious poetry, senior high light verse, junior high serious poetry, and junior high light verse. Appropriate prizes are offered. For further information, contact Miss Esther Webb, School Contest chairman, 341 Auburn, Sierra Madre.

Dance Classes To Continue

With Dora Benedict as instructor, a weekly Round Dance class is being held in Pritchard Hall of the Congregational Church (lower Hermosa Avenue entrance). The public is cordially invited to register in this class, which will be each Wednesday evening from 8 to 10 o'clock. The first hour will be devoted to basic foot work, and the remainder of the class to Square Dance Rounds.

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Social and Club Activities

To Attend 10th Annual Meeting

Sister M. Jane, OSF, vice principal and coordinator of the Guidance Department of Alverno Heights Academy, Sierra Madre, will attend the Tenth Annual Meeting of the National Catholic Guidance Conference at the University of San Francisco, San Francisco, Calif., March 21-22.

The theme of the 1964 meeting will be, "Your Gateway to the Challenge: Christian Guidance in Our Changing World." Sister M. Jane will attend the following sectional meetings: "Organizing the Guidance Department in the High School," "Pre-college Counseling," "Career Counseling: Medicine, Nursing and the Paramedical Fields," "Guiding Students for International Service," and "Guiding the Non-college-bound Teenager into the World of Work."

As part of the guidance program at Alverno Heights Academy, the students' annual retreat is scheduled for March 23-25. Rev. Andre Auw, CP and Rev. Raymond McDonough, CP will be the directors for the junior-senior groups and sophomore-freshman groups respectively. The theme is "Alive In Christ."

French Play Wins Honors

Alverno Heights Academy French play, "La Petit Prince," won first honors in the French division and the Spanish play "Una Clase de Espanol," placed second in the Spanish division at the Foreign Language Festival held at Mt. St. Mary's College, Los Angeles, March 14. Students who entered French division competition were: Ruth Regas, Corinne Webber, Anne Marie Math-

Jr. Confirmation Observed Palm Sunday

The church rite of junior confirmation will be observed in the 10:30 Palm Sunday morning service at Faith Lutheran Church, 845 Hastings Ranch Drive. The 11 members of the class, who have completed their second season of instruction in Christian doctrine under the direction of the pastor are: David Fair, Craig Gardner, Michael Gilmore, David Harbur, Gary Hesse, Jill Johnson, Roger Ludwig, Cheryl Osti, Kris Schimmel, Janet Silvera, and Clyde Stauff.

Last Sunday morning they were publicly examined in the church sanctuary on their knowledge of the Christian faith. They will receive their first Communion on Maundy Thursday evening.

For his Palm Sunday pulpit message the Rev. Armin Hesse has chosen the theme "Your Confirmation Day Confession and Pledge." Under the direction of Ed. Plischke, the Senior Choir will sing "Ride On In Majesty" (W. Glen Darst). A fellowship coffee hour in the patio will follow the service.

Meeting at 9:15, the Sunday School departments will study the Palm Sunday Biblical account entitled "The King Comes To His People." The Adult Bible Class, conducted in the sanctuary, will begin a five-Sunday study of the timely topic "Divine Creation or Evolution?" under the direction of Dr. Walter A. Schroeder.

Special services will be held next week on Maundy Thursday and Good Friday evenings at 7:30 p.m. Holy Communion will be celebrated in both services. The Senior Choir will sing John Stainer's "God So Loved the World" on Maundy Thursday, and "Lamb of God," (P. Christiansen) on Good Friday.

eny, Judy Ferandell, Barbara Dorazio, Pat Tobin, Maria Simon, Marian Karbo, Rebecca Weinstein, Kathy Hattenbuehler and Karen Klement. The play was directed by Sister M. Claire, OSF.

Town Folk Meet Senior Citizens

Mrs. William Patterson, program chairman for the Senior Citizens group, presented a group of young singers from Wilson High School for the Saturday afternoon program.

These young people are known as "Townfolk" and accompany themselves on banjo, base and guitar. Those who compose the group are: Mike Mikulka, spokesman; Suzanne Lopez, Wyatt Dietrich, and Fred Cummins. Their varied program delighted the audience, especially their imitation of the "Beatles."

All senior citizens of Sierra Madre from age 50 years on are cordially invited to attend these social gatherings. All are invited to take sandwiches at noon, Saturdays, hot drinks are provided and a social afternoon of music and games. Meeting place is at the Park House.

VFW and Ladies Auxiliary Are Joint Hosts

The Veterans of Foreign Wars and the Ladies Auxiliary of the Harry L. Embree Post No. 3208 were hosts on Sunday afternoon, March 15, to the Sixth District.

The veterans held their meeting in the VFW Hall, 40 E. Montecito Ave., and the auxiliary conducted their meeting in the Masonic Lodge.

Following their meetings both groups met back at the VFW hall where a buffet supper was served.

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Celebrating Silver Anniversary

Last Artistas, a woman's art club founded in 1939, is celebrating its silver anniversary this year with a special luncheon to honor the past presidents of the club. It will be held on Wednesday, March 25, at Rodger Young auditorium, 936 W. Washington Blvd., Los Angeles.

Regular meeting at 11:15 a.m., luncheon at 12:15 p.m.

The highlight of the afternoon should be the demonstration in watercolor by Sally Glen, prominent Southern California artist. Mrs. Glen has a very unique, contemporary style that should be of interest to all.

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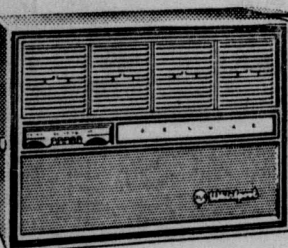
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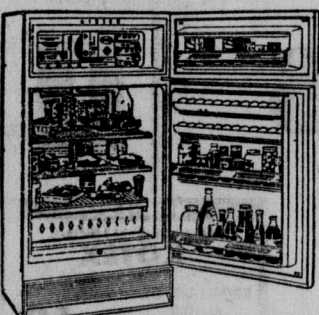
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Rose Bowl Easter Service Features

The 16th sunrise service on Easter morning 1964 in Pasadena's Rose Bowl will feature a great variety of speakers and musical numbers.

The featured speaker is the Rev. Donn Moomaw, all-time football great now minister-at-large with the First Presbyterian Church, Berkeley, Calif. Moomaw was All-American lineman at UCLA for each of his varsity seasons—1950, '51 and '52—and achieved an athletic record of honor seldom

equaled. He has since graduated from Princeton Theological Seminary and entered the ministry.

Musicians on the hour-long program beginning at 6 a.m. March 29 will include the choral ensemble of Leonard Weeks, the music of the Salvation Army's Congress Hall Band, the Covenant Gospelaires Male Quartet and the artistry of Paul Mickelson of Supreme Recording at the console of the organ.

Dr. F. Carlton Booth, professor of evangelism at Fuller Theological Seminary, Pasadena, will lead the congregational singing.

The program will be carried by the ABS radio network from 6:30 to 6:54 a.m. over the 11 Western states.

Rolf Jacobsen, 784 Linda Vista Ave., Pasadena, is chairman of this year's Rose Bowl Easter Sunrise Service committee, serving with more than a dozen other local lay leaders.

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FAITH LUTHERAN CHURCH
845 Hastings Ranch Drive
9:15 — SUNDAY SCHOOL & BIBLE DEPARTMENTS
10:30 — PALM SUNDAY WORSHIP HOUR
The Rite of Junior Confirmation
Sermon: "Your Confirmation Day Confession and Pledge."
7:30 P.M. — MAUNDY THURSDAY AND GOOD FRIDAY SERVICES
A CHRISTIAN WELCOME TO YOU!



Sierra Madre Congregational Church
Morning Worship: 9:30 and 11:00 A.M.
"The Third Man"
Rev. George W. Lindsay, preaching
Church School: 9:30 A.M. Jr. & Sr. Hi: 7:00 P.M.
College Age: 8:00 P.M. Niners: 4:00 P.M.

"The Church of the Lighted Cross"
TRINITY PRESBYTERIAN CHURCH
Sierra Madre Blvd. and Hastings Ranch Drive
Rev. Donald H. Ostrander, Pastor
SUNDAY, MARCH 22nd
CHURCH SCHOOL & WORSHIP 9 & 10:30 A.M.
"THE TINY SEED"
YOUTH FELLOWSHIP — JR. & SR. HI — 7 P.M.

Santa Anita Church of Religious Science
226 W. Colorado Blvd., Arcadia HI 6-8206
DR. ETHEL BARNHART, Minister
Sunday, March 22, Palm Sunday — 9 and 11 A.M.
"THE TRIUMPHANT STEP TO DOMINION"
March 17, 8:00 P.M. — Pre-Easter Class — "Prayer and the Word"
March 19, 8:00 P.M. — Travel film to the Caribbean and Puerto Rico — Free-will offering
Junior Church 9:00 A.M. Youth Activity 7:00 P.M.

BETHANY CHURCH
Baldwin at Montecito Robert N. Schaper, Pastor
9:30 a.m.—Sunday School
Special Easter Program — Pre-School, Primary.
11:00 a.m.—Palm Sunday Message, Dr. Schaper
6:00 p.m.—Christian Endeavor.
7:00 p.m.—Easter Vesper Service by Music Department

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Sunday Service (small children cared for) 11:00 A.M.
Sunday School for pupils up to age 20 9:30 A.M.
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N. Baldwin at Laurel
Rev. Harley Gibbs Smith, Jr., Rector
Rev. James H. Miller, Curate
SUNDAYS
7:30 a.m.—Low Mass
8:40 a.m.—MORNING PRAYER
9:00 a.m.—FAMILY EUCHARIST
9:30 a.m.—SUNDAY SCHOOL
10:30 a.m.—SUNG EUCHARIST & SERMON
Weekdays Holy Eucharist 7 a.m.
Also Wednesday and Friday 9 a.m.

Ascension

The second Sunday in Passiontide, or Palm Sunday, will be observed at the Church of the Ascension by the blessing and distribution of palm crosses at all the regularly scheduled Masses.

The traditional Solemn Blessing of the Palms and Solemn Procession will precede the 10:30 a.m. Mass. Led by St. Dunstan's Choir, under the direction of Mr. Jeffrey Rickard, in singing "All Glory, Laud and Honor to Thee, Redeemer King" and "Ride On! Ride On in Majesty," the entire congregation will proceed out of the church, around to the Baldwin Ave. entrance, and then re-enter the church in commemoration of Christ's entry into Jerusalem.

Holy Week rites will continue throughout the week, leading to the climax of the Easter Vigil Service at 11 p.m. on Holy Saturday, March 28.

Masses will be said daily at 7 a.m. and at 9 a.m. on Wednesday, March 25.

On Maundy Thursday, March 26, Holy Communion will be distributed at 7 a.m. At 6:30 p.m. on Maundy Thursday, Solemn Mass of the Lord's Supper will be sung, followed by the Procession of the Blessed Sacrament to the Altar of Repose.

Watch before the Altar of Repose will be taken by members of the parish from 7:30 p.m. until midnight.

The Watch will be resumed on Good Friday, March 27, beginning at 7 a.m. and continuing until noon.

At noon, the Preaching of the Passion, a series of meditations based upon the

Local Church To Present Christian Science Lecture

The importance of overcoming limitation of every kind will be brought out in a free public lecture to be given in Sierra Madre on Thursday, March 26, by Ralph W. Cessna of Chicago.

Mr. Cessna is on extensive tour as a member of the Christian Science Board of Lectureship. He will speak under the auspices of First Church of Christ, Scientist, Sierra Madre, in the church edifice, 186 W. Highland Ave., at 8 p.m. His subject will be "How Christian Science Removes Limitations." A former newspaperman, Mr. Cessna was born in Battle Creek, Mich. He worked on newspapers in Michigan and Florida before joining the Christian Science Monitor in 1929. During World War II he was a captain in the United States Army and was a panel chairman with the War Labor Board in the Chicago area. In 1947 he entered the public practice of Christian Science. Five years later he became an authorized teacher of Christian Science.

Dr. Barnhart Announces Sermon For Palm Sunday

The Palm Sunday sermon of Dr. Ethel Barnhart is "The Triumphant Step to Dominion" at the 9 and 11 o'clock Worship Services on March 22 at the Santa Anita Church of Religious Science, 226 W. Colorado Blvd., Arcadia. The triumphant entry of Jesus into Jerusalem has real meaning for the individual in today's livingness. Even as this entry into Jerusalem led directly to the resurrection of Jesus, so its meaning understood and acted upon assures the individual of a personal resurrection experience into a complete new way of life, living under higher laws.

At the 11 a.m. Worship Service new members will be formally received into the church. If you are interested in knowing about this ministry or becoming a member, please call the church, HI 6-8206.

Children from kindergarten through eighth grade attend Junior Church during the 9 a.m. service, after worshipping with their parents in the sanctuary the first 15 minutes. A sermonette by Dr. Barnhart for the children sets the tone for their Junior Church classes.

The special open Pre-Easter Class, "Prayer and the Word," will be continued Tuesday evening, March 17, at 8 o'clock.

Anna Dozier conducts a Bible class Thursdays at 11 a.m. March 19th her subject will be "Women at the Cross." This is open to the public.

Call HI 7-6162 for spiritual help. The message may be a "lifeline" for you to grasp.

Church Notes

Seven Words from the Cross, will begin and continue until 3 p.m. The Rev. James H. Miller will give the meditations.

The Good Friday Liturgy, consisting of the Lessons from the Old Testament, the Solaces, and the Veneration of the Cross, will be said at 3:15 p.m., immediately following the Preaching of the Passion.

Stations of the Cross are scheduled for Friday, March 20, at 7:30 p.m.; Monday, March 23, at 9 a.m., and on Good Friday, March 27, at 8 p.m.

St. Anne's Altar Guild will hold a work meeting on Thursday, March 19, at 7:30 p.m., to prepare the altar appointments for Holy Week and Easter, and to make the palm crosses for Palm Sunday.

Special hours for confessions, as well as printed schedules for Holy Week and Easter services may be obtained at the church.

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Golden Text For Christian Science Churches

Paul's words, "Set your affections on things above, not on things on the earth" (Col. 3:2), will be the Golden Text at all Christian Science Churches this Sunday.

The Bible Lesson on "Matter" also will include this explanatory message from the Christian Science textbook: "You command the situation if you understand that mortal existence is a state of self-deception and not the truth of being" (Science and Health with Key to the Scriptures by Mary Baker Eddy, p. 403).

What is a Bargain? "Ask Trudie" THE PLAZA SHOP Dresses - Sportswear 39 East Montecito "Ask Trudie" — EL 6-1495

Attend the Church of Your Choice This Sunday

SIERRA MADRE NEWS—7 Thursday, March 19, 1964

Lutheran League Sponsors Good Friday Service

A Good Friday Noonday Service, sponsored by Lutheran Laymen's League groups of the Greater Los Angeles Area, will be held in downtown Los Angeles on Good Friday, March 27. The service will be held at the Alexandria Hotel, Fifth and Spring Sts., Los Angeles, from 12:30 to 1:30 p.m.

Dr. Lawrence W. Faulstick, pastor of Highland Park Lutheran Church, will be the speaker for the service. Dr. Faulstick's sermon topic will be "The True Meaning of Good Friday." Rev. Arnold T. Jonas, pastor of Pilgrim Lutheran Church, Los Angeles, will be liturgist.

The service is sponsored by the Metropolitan and Western Zone of the Lutheran Laymen's League, Missouri Synod.

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CENTER CUT
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Extra Values!
SLICED BACON Morrell's Yorkshire 1-lb. Pkg. **49c**
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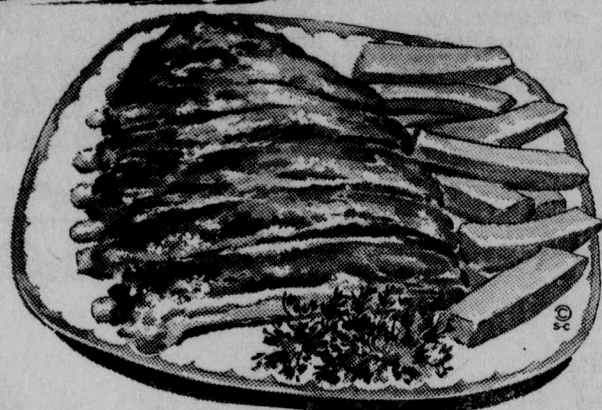
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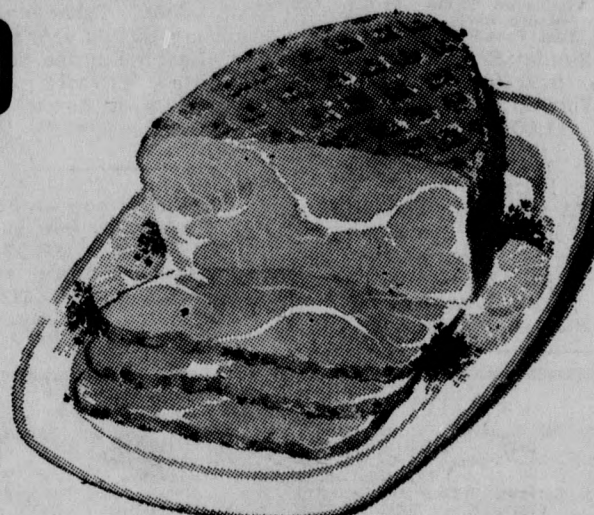
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JAR

49¢

C & H
SUGAR

5
LBS.

69¢

Maxwell House

INSTANT COFFEE and CARAFE COMPLETE

10 OZ.

\$1.69



Knudsen Farmer Style
COTTAGE CHEESE

PINT

29¢

R. E. D. Fancy
RED SALMON

FLAT
CAN

59¢

Armour
CORNED BEEF HASH

15 1/2-OZ.
CAN

3 FOR \$1

SMUCKER'S SYRUPS BLACKBERRY BOYSENBERRY

12-OZ.
BTL.

39¢

CASE - SWAYNE
New England Style
BAKED BEANS WITH PORK

27-OZ.
CAN

4 FOR \$1

SPRING VEGETABLES

Extra Fancy, Freshly Picked

Strawberries 39¢
12-OZ. BASKET

Large, Crisp
DELICIOUS APPLES

2 lbs. **25¢**

Firm, Northern
ARTICHOKES

2 FOR **25¢**



Fine Foods
Prepared Fresh
Daily In Our
Own Kitchen . . .

Roberts Home Made
PINEAPPLE and COTTAGE CHEESE SALAD

YOUR RED CROSS



Always there . . .
with your help

LB.
CUP

39¢

Kraft American
SLICED CHEESE

12
OZ.
PKG.

49¢

BETTY CROCKER

CHICKEN and HERB BISCUITS
CRABMEAT and HERB BISCUITS

89¢
EACH

"Large Enough
To Serve You
Small Enough
To Know
You"

Prices Effective
Wed. — Sat.
March 18-21

Roberts Market

HOME OF THE GREEN FROG
ON THE CORNER ON THE SQUARE
SIERRA MADRE



FROZEN FOOD SALE

NOW FROZEN!
THE INTERNATIONAL
PANCAKE BATTER

Just
shake
and pour

39¢

LB. CARTON

MINUTE MAID ORANGE JUICE

12-OZ. CAN

65¢

BIRDS EYE

10-OZ. PKG.

Peas 6 FOR \$1



Wong's FROZEN DINNERS

EGG ROLLS

Sweet & Sour Pork
Egg Foo Young

49¢
ea

Chicken Chop Suey

Pork Chop Suey

Fried Rice

Shrimp Chow Mein

39¢
ea

Editorially Speaking....

"Ask and it shall be given you; Seek and ye shall find; Knock and it shall be opened unto you."—Matthew 7:7.

The Civil Rights Bill

The most insidious piece of legislation in the history of our country is now being railroaded through Congress. Its passage would destroy our rights to govern our own lives.

If you have been led to believe the Civil Rights bill was designed to give "justice" to minority groups, you have been sold a bill of goods.

Few Americans, especially businessmen, realize that this vicious measure would convert this nation into a police state under the direction and control of a powerful central government. Its effects would adversely affect everyone, black and white alike.

The bill has been hailed in glowing terms by the President and has been passed in the House. It is now before the Senate. By its action on this bill the Senate will determine the fate of the Constitution and the freedom it guarantees.

Its evils are not concentrated in, nor are they confined to, the much discussed and highly publicized "public accommodations" section, vicious though that section is. It becomes more and more evident that "Public Accommodations" is a red herring that has been used to divert public attention from the basic evil that runs through all of it like a fine electrical control wire, ready to be charged whenever the Attorney General chooses to throw the switch.

Like all such schemes, this Socialist Omnibus Bill — misnamed the Civil Rights Bill — is sponsored and pushed under the guise of do-goodism. The phrases, "guaranteeing rights for minorities" and "ending discrimination" cover its real aim, the subjugation of 185 million Americans to an all-powerful centralized Washington bureaucracy.

If Congress passes the Civil Rights Bill, the United States Attorney General will thereby be made a dictator with practically unlimited powers. His "inspectors" will swarm, snoop and pry, over the countryside — as if Judicator Warren and his presumptuous usurpations were not enough.

This proposed legislation goes far beyond the wildest hopes of the Socialist-Liberals. It impairs the right of homeowners to be the sole judges as to whom they will rent, lease or sell their homes; it impairs the right of employers to hire or discharge as they see fit; it impairs the seniority rights of employees, union and nonunion, alike; and it impairs the right of banks and other institutions to make loans and extend credit in accordance with their best judgment.

This bill can affect nearly every individual in the United States: insurance agents, realtors, editors, broadcasters, merchants, manufacturers, bankers, farmers, homeowners, teachers, recipients of veterans pensions, civil service workers, receivers of social security, and parents of children attending school, even school boards, themselves. It would outlaw "discrimination," yet it doesn't even define the word.

If you find this difficult to believe, your doubts are understandable. It seems impossible that the far-reaching effect of this legislation could have been successfully kept from the public; but it has, and time is short.

This evil plot must be defeated. Once control of all American life is centered in Washington, the autonomy and sovereignty of our 50 United States will be swept away.

The President, as the House of Representatives, has deserted us.

The Senate, therefore, is our last hope. If its members cower before the winds of hysteria, we will have had it. For the President impatiently awaits the opportunity to put his signature to the warrant that will consign us, our children and our grandchildren to generation-long political, social and economic bondage.

If you want to continue governing your own life, write your senators, both of them, and tell them so. Tell them you oppose this bill; tell them why. Do it now.

Truth in Advertising

Calling for legislation to protect consumers against hidden charges on installment purchases, President Johnson recently declared:

"The antiquated legal doctrine, 'let the buyer beware,' ought to be superseded by the doctrine, 'let the seller make full disclosure.'"

Good advice. And advice that ought to be followed by federal agencies when they are in the position of sellers. A couple of examples come to mind:

In seeking Congressional approval for the Point Reyes National Seashore, the National Park Service estimated the cost of land acquisition at \$15 million. Now that establishment of the Park has been assured, it is revealed that the true cost of the land will be about \$35 million.

Proponents of the Administration's medicare bill blandly argue that it will cost wage-earners only about 25 cents a week. But in testimony before the House Ways and Means Committee, Department of Health, Education and Welfare officials were forced to admit that the social security tax on a salary of \$100 a week would have to be increased from \$348 to \$429 a year just to get the program under way. This works out to \$1.55 a week, not 25 cents.

Maybe we need a Consumers Counsel to protect taxpayers from filling large, economy-size legislative packages with hot air.

Waltham, Mass., News-Tribune: "We wonder if the idea of packaged food came from the lowly hen."

Sierra Madre News

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R. Robert Evans } Editors and Publishers
Peggy L. Evans }

Jody Beavers Classified Advertising Manager
Frederic Schweppa Plant Superintendent
George Maurer Typesetting Foreman

NOTE—The opinions expressed in credited columns of the Sierra Madre News are those of the writers and do not necessarily represent those of the News.

Letters addressed to the editor of the News are welcome, however, they must be signed with correct name of the writer. The writer's name will be withheld if requested. Individuals may feel free to express their ideas insofar as they remain within the bounds of propriety, however, letters attacking individuals or personalities will not be published.

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FREEDOM

At Any Price

By H. V. Witt

"It matters not how deep entrenched the wrong; How hard the battle goes, the day, how long, Faint not, fight on, — Be Strong!" —Anon

Those of us who are convinced that our country's position today is comparable to that of 187 million people in a pot of hot water, might enjoy the retelling of a frog by dropping him in boiling water. He reacts so quickly to the sudden heat that he jumps out before he's hurt. But if you put him in cold water and then warm it up gradually, he never decides to jump 'till it's too late. By then he's cooked.

Upon hearing this story, a very astute friend of mine from Whittier commented: "Men are just as foolish. Take away their freedom overnight, and you've got a violent revolution. But steal it from them gradually (under the guise of 'security,' 'peace,' or 'progress') and you can paralyze an entire generation. Look at the income tax," my friend continued, "it started out as a harmless one per cent (1%). It would have been easy to jump out of water as tepid as this, but like the frog, we waited. Today it is 20 to 91 per cent." Rising from his seat and pointing his forefinger directly at me, my discerning friend said: "Try jumping now!"

Furrowing his brow, he continued: "Worst of all, we never learn. Even today we cannot believe that Medicare is the same water that will one day boil us in Socialized Medicine. We see no connection between farm price supports and Nationalized Agriculture. And if we dare draw a parallel between subsidized teachers' pay and federal control of education" — a pause ensued, followed by a resounding thud as my friend's clenched fist hit the table. He then completed his sentence — "we are called 'extremists.'"

And then, looking straight into my eyes, he continued: "The tragedies of history are always repeated by those who refuse to learn by them. To seek guidance from the past is not turning the clock back as we are so often told. It is merely a good way to keep out of hot water."

It is believed by many patriotic Americans that Marxist socialists in our country support anti-Communism only so long as it is aimed exclusively at the Communist armed threat. They desire world socialism controlled by themselves rather than by Russians or Chinese. These American socialists join with Communists in discouraging patriotism because patriotism is a form of nationalism which impedes the establishment of world socialism.

Keynesian Socialism, or the American school of Fab-

ian Socialism, believes and advocates that private ownership of property is wrong. These American socialists contend that the owners of property are inhumane and wish to exploit their "power" and that the average middle-class citizen is incapable of managing his own economic affairs.

"The Keynesian's (Socialists) solution is that from our Universities will be graduated a 'Super Managerial Class' of individuals who will 'unselfishly' manage the economic affairs of the people. As this class is being developed, those who advocate Keynes' (Socialist) principles and theories move into positions of influence in our various governmental agencies and work diligently toward influencing Congress to give up one responsibility after another to an APPOINTED authority. Evidence of the dangers of our basic concepts and government can be seen in the State Department. After the positions were filled by APPOINTMENT, Civil Service status was granted.

As these responsibilities delegated to Congress by our Constitution are passed on to an APPOINTED authority, the ability of the American to exercise control by election becomes more and more remote. This is a practice that must be stopped (if we are to remain a free people under our American Constitution). It can only be stopped by electing officials to all positions — local, State, and Federal — who are opposed to this practice of government by APPOINTMENT rather than by election.

Investors S & L Enjoy 21.64% Annual Growth

The annual stockholders' meeting of Investors Savings and Loan Association was held last Thursday in the Community Room at the general offices in Pasadena. The stockholders were advised that the consolidated assets for the Association had increased from \$78,711,979.78 to \$95,745,889.01 during the last fiscal year, for an increase of 21.64 per cent. This phenomenal growth record makes it one of the fastest savings and loan associations in Southern California.

Re-elected to the board of directors were Jack H. McDonald, Verne Orr, Loretta R. Kingery, Harvey W. Lieberg, A. C. Nelson, T. Franklin Schneider, and Gleeson "Tiger" Payne.

Following the stockholders' meeting, a Board of Directors meeting was held and officers re-elected were McDonald, chairman of the board; Orr, president; Kingery, executive vice president; J. W. Gaskill, vice president; Richard O. Crissman, vice president; M. J. Anthony, vice president, and Edwin J. Richardson, treasurer-controller.

In addition to its Pasadena general offices, Investors has a branch in Glendale, and new offices for its branch in East Pasadena will open late this month. Investors Savings and Loan Association is a wholly owned subsidiary of San Diego Imperial Corporation (NYSE), whose consolidated assets exceed \$850,000,000.

THE POLITICIAN — Welch \$2.00
Freedom & Foreign Policy \$4.00
I Was Castro's Prisoner \$4.75
Toil, Taxes & Trouble \$2.50
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FREE car flag this week with book purchase and this ad.
ALL AMERICAN BOOKS
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Monrovia Expose Operations

overspend an account?

Board Approval
This can be done only with Board approval. In this case the answer is found in the motion made by Mr. Metcalf and seconded by Mr. Flannes at the regular meeting of the Board of Trustees on June 12, 1963 to "authorize the County Superintendent of Schools, in accordance with the provisions of section 20652 of the Education Code of the State of California, to make appropriations transfers that are necessary, at the close of the fiscal year 1962-1963 to permit payment of obligations of the District, incurred during that fiscal year."

From this it would appear that the money was spent **Instruction**
Certificated salaries:
Principals & supervisors \$ 154,328 \$ 153,795 \$ 533
Teachers 1,889,500 1,815,529 \$73,971
Other — librarians, counselors, psychologists 95,245 92,109 3,136
Classified salaries of instruction 149,095 130,301 18,794

Amount allocated but spent elsewhere \$96,434
Operation of Plant
Classified salaries \$ 245,000 \$ 244,570 \$ 430
Other expenses 114,600 107,009 7,591
\$ 8,021

Heart of System

These two categories, being the very heart of the educational system, account for \$104,455 diverted to other areas of spending.
At this point the reader should remember that for two years in a row the school administration has been crying poornouth, deploring the defeat of two tax overrides because of which there were no funds available to give our fine teachers the salary increases they so justly deserved, and that such a situation was not conducive to keep competent teachers in the District or to attract the most qualified new ones to it.

Memorandum to Board
Again in a Memorandum to the Board of Trustees dated June 10, 1963 the Superintendent lists as one of the un-met needs of the District vertical salary increases for certificated and classified employees, which were not granted during the fiscal year 1962-1963, and that this need would total approximately \$90,000. But according to the official audit of the 1962-63 school year more than \$96,000 were transferred from that category to other categories.

Notwithstanding the fact that the teachers did not get the money that was appropriated for them, it was not spent on other "un-met needs of the District." This of course could not be done since the "un-met needs" are prime arguments for the need of a tax override.

Neither could the money be left in the account for the same reason. In order to maintain the argument for the need for a tax override

before authorization was given. The motion carried unanimously. However, there was no indication of evidence at that meeting that these inter-budgetary transfers would amount to \$122,600.00.

Source Questioned
Since the grand-total amount of money that is budgeted cannot be exceeded, increased spending in one area must come from less spending in another. Where did the \$122,600.00 come from? Where did we spend less?

The two accounts shown below make up for the greater part of the funds thus transferred:

Budgeted Spent Under
Principals & supervisors \$ 154,328 \$ 153,795 \$ 533
Teachers 1,889,500 1,815,529 \$73,971
Other — librarians, counselors, psychologists 95,245 92,109 3,136
Classified salaries of instruction 149,095 130,301 18,794
Amount allocated but spent elsewhere \$96,434

Operation of Plant
Classified salaries \$ 245,000 \$ 244,570 \$ 430
Other expenses 114,600 107,009 7,591
\$ 8,021

all the money had to be spent.

It would appear that punitive measures in the form of discontinuance or reduction in some school services were applied because of the defeat of the \$1.00 tax override in 1962. School bus transportation was already to be eliminated during the 1962-1963 school year, and indeed it was not included in the final budget adopted by the Kramer Board. No Board member in his right mind would have dared to stand up and say: "Get those buses rolling and finance it out of teachers' salaries." It would have been tantamount to suicide. At a later date the Board decided to re-instate limited bus service and to finance it out of the undistributed reserves.

Teachers' Salary Sacred
It is the opinion of many citizens that the teachers salary account is almost sacred and can be virtually guaranteed to go unchanged during budget discussions. It would appear that this was the safest place, too, in the fiscal year 1961-1962 to put more than \$81,000 to be spent in other areas. Many Monrovia residents concluded that the sacredness of the teachers salary account and blank authorizations for inter-budgetary transfers enabled the Superintendent to run the School District in such a manner that many people became convinced of the need for a large tax override.

Next week — Analysis of financial resources of the Monrovia Unified School District.

Two Painting Demonstrations

Two interesting painting demonstrations have been scheduled by Las Artistas during their March exhibit in Wilshire Federal Savings Gallery, 3500 Wilshire Blvd., Los Angeles.

Carole Palmerston, president of Las Artistas will do a water color demonstration at 2 p.m. Friday, March 20, followed by Claire Hobbs Snyder on March 27, doing a marine oil.

Mrs. Palmerston is a versatile painter, excelling in

oil as well as water colors and has won awards in both media. She is known for her painting of peoples and places and has studied under Paul Coze.

Claire Hobbs Snyder is widely known for her palette knife marine paintings. She has studied under Norman Rockwell and other famous artists. Mrs. Snyder is a member of the National League of American Pen Women and the American Institute of Fine Arts.

The art exhibit and demonstrations are open to the public.

OUT OF THE COBWEBS

10 Years Ago: March 19, 1954

In addition to accepting the resignation of the mayor and the city administrator and appointing Paul N. Carter to fill the council vacancy, the City Council also approved entering into contractual agreement with Robert H. Ainsworth as architect for the proposed new library building to be started in June.

The week of March 21 was declared to be "Wistaria Week" throughout Los Angeles County, and members of the Board of Supervisors received an invitation to visit the famous Sierra Madre Wistaria Vine. The invitation was delivered by pretty Barbara Duffy, 16 year old Wistaria Queen for the 1954 Sierra Madre Wistaria Festival.

"One of the best ways to make your old car run better is to learn the prices of the new models!"

20 Years Ago: March 23, 1944

A number of Sierra Madre pre-Pearl Harbor fathers are included in the current draft call of the Sierra Madre Arcadia — Monrovia district. Selective Service Board. They took their physicals Tuesday, and those who passed were given 21-day furloughs before being sent to induction centers.

Got a case of "war nerves"? The symptoms are worry, lapse of appetite, insomnia, tendency for women to weep and men to swear. Doctors say it can happen to anyone, and they offer the following remedy — work off your nervous tension in the victory garden!

30 Years Ago: March 16, 1934

Two fifteen-year old Sierra Madre boys, who set out several weeks ago to see the country in a rattle-trap model T Ford, have managed to arrive safely in Chicago unmolested by the police of 12 states, who have been on the look-out for them. One of the boys wired his parents that they are visiting his grandmother, and concluded with, "Don't worry."

Sierra Madre's first five and ten cent store opens tomorrow under the management of O. B. Fowler, at 26 West Central Ave. All merchandise will be reasonably priced, with prices ranging up to a dollar.

40 Years Ago: Friday, March 21, 1924

It has been the custom of the Community Sing to devote five minutes each

Alverno Paper Rates First Class Honors

A First Class honor rating was awarded the La Tilma, Alverno Heights Academy, Sierra Madre, in the 70th All American Newspaper Critical Service of the National Scholastic Press Association.

More than 1,000 student newspapers from high schools all over the nation are judged by NSPA in groups divided by enrollment, frequency of publication and method of printing. Entries in this Critical Service are judged in all areas of production from coverage through writing and makeup.

Editor of the publication is Sarah O'Gara and assistant editor is Marcy Merrel.

SIERRA MADRE NEWS—9
Thursday, March 19, 1964

Newly Registered At Claremont

There are currently over 100 businessmen and industrialists enrolled in the graduate business program at Claremont Graduate School and University Center leading to the degrees of MBE and PhD in business.

Among newly registered students in the program, which is conducted by Dr. Seymour Freidland, associate professor of economics, is Sidney A. Brown of Aerojet-General, Azusa. Brown lives at 68 E. Alegria Ave., Sierra Madre, and Barry D. Colton of Space General, El Monte. He lives at 285 W. Montecito, Apt. A, Sierra Madre.

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America's Largest Selling Vitamin-Mineral Product
YOUR BEST VITAMIN VALUE!

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Top of the mornin' to the Irish
Save the fun on Kodak Film



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Automatic electric-eye exposure control

Features versatile new easy-to-use Kodak camera with electric eye that adjusts lens for correctly-exposed pictures. Built-in flash compartment. Correct flash exposure is set automatically as you focus. Fast, color-corrected lens. Extra-large optical finder. Takes 12 color or black-and-white snaps, or color slides on 127 film. Comes in complete outfit.

\$34.50

See our Kodak Colorama of "The Ballet School" And you are cordially invited to view

"Odyssey-The Apothecary"

half-hour programs about drugs and pharmacy with Edward S. Brady, Professor of Pharmacy University of Southern California at 6:30 A.M. Tuesdays and Thursdays, KNXT, Channel 2, Los Angeles

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PASADENA'S LARGEST AND FINEST LAUNDRY AND CLEANING PLANT

ROSEMEAD
FOOTHILL-ROSEMEAD SHOPPING CENTER
FOOTHILL
COLORADO
"Under the Time & Temperature Sign"

MOST CONVENIENT!

4.8% CURRENT ANNUAL RATE
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\$9,500 TO \$14,350 ANNUALLY

HERE'S WHERE OUR SUBSCRIBERS ARE LOCATED!

	Homes	Subscribers
Sierra Madre City	3832	3646
Highland - Oaks, Arcadia	2036	1964
Monrovia City		583
Hastings Ranch, Pasadena	1946	1815
Sierra Madre Villa, Pasadena	350	306
Newsstand Sales <small>WEEKLY AVERAGE LAST 6 MONTHS</small>		1214
Rest of County		241
Outside County		87
Outside State		113
TOTAL		10,036

YOUR BEST AND MOST INEXPENSIVE MEDIA TO REACH
THIS HIGH INCOME AREA IS THE



In Sierra Madre

355-3324



Doug McMann

REFLECTIONS
OF A MAN
ABOUT TOWN

Lyndon has made the grade — Johnson stories are now being circulated, originated, no doubt, by those sly 'ol Republicans.

Results of the Eaton Canyon Women's Golf Club "Best Nine" Tournament were reported in this great journal. Net figures were listed as 31, 36, 32½, 35½, 33½ and 34. I assume these statistics referred to the golf scores.

The following item was culled from the "Out of the Cobwebs" column in the Feb. 27th edition of the Sierra Madre News. On the same date, 50 years ago, this news item appeared: "The ladies of the Congregational Church are giving a New England supper in the church this evening, under the auspices of the Ladies Aid Society. The menu is: baked beans, brown bread, jellies, rolls and butter, coffee and pumpkin pie. The price is 35 cents per plate." And I can just hear the comment one dear little old lady made on reading the notice, "It's outlandish, the prices they charge these days!"

I am happy to report that a subversive organization known as Enemies of the Library has been disbanded. There was too much pressure from the Friends of the Sierra Madre Library who are conducting a Used Book Sale on March 12, 13 and 14. Your old copies of "The Rover Boys," "Tom Swift" and "Do-It-Yourself Psychiatry" are acceptable. Just bring them in whenever you visit the Library.

Hamilton Stewart, a former colleague on a metropolitan daily, gave up the newspaper routine after ten years of plugging a typewriter on the travel beat and opened his own travel agency. An avid traveler himself, Ham imparts his enthusiasm to his growing clientele. Several years ago he started a series of unusual travel films, shown every Tuesday evening at the Huntington Sheraton Hotel. Admission is free, of course, and each showing draws a capacity audience. A confirmed Scotsman, Ham delights in advising those present that "All I have to offer is a free movie and a glass of water during intermission."

Then there was the chap on a reducing diet who ordered jello for dessert — and had it smothered with whip cream!

I guess the largest single publication issued in this country is the Sears Catalogue. Back in the good 'ol days it was "Must Reading" in the hinterlands. It still enjoys a tremendous circulation. The edition I perused contained 1644 pages, plus cover, and is rated by the trade as a real job of printing. Say, fellas, Playboy gets plenty of competition for reader interest in its pages, particularly the lingerie section!

Headline of the Week: "RAILROAD JOB" SAYS HOFFA ON CONVICTION —What else, when you have a "One-Track-Mind."

I see where a visiting Russian scientist claims that Los Angeles smog could not compete with industrial air pollution that once plagued the Soviet city of Nakejevka. Those Russians are always bragging — but in this case they can have it!

The bald-headed fraternity have nothing to worry about. One promotion-minded business firm is

offering authentic "Beatle Wigs" free with purchases. I suppose they will "mop" up over their competitors.

The Sierra Madre Volunteer Fire Department is planning a real whining-ding on the Saturday before Easter. And as Boys-in-the-Backroom would say, "There will be a hot time in the ol' town tonight!"

Leave it to the Sierra Madre gals to get a job done. Pat Ferber, a wife and mother of four children, is a candidate for the County Central Committee of the Republican Party in the 49th Assembly District. Her husband, Kurt, is a Monrovia manufacturer. A graduate of Cornell University's Centenary College for Women, she was a production assistant in a large advertising agency in New York City, editing filmed commercials. As a representative from Sierra Madre, Pat served as a board member on the LA County Community Coordinating Council, has been on the PTA Board, a Girl Scout Troop committee chairman and as a competitive AAU swimmer, an instructor in water ballet, swimming and water safety. She even found time to work on the Sierra Madre Red Cross campaigns. Pat has performed a variety of jobs for the Republican Party, as a precinct worker, board member and hospitality chairman for the Nixon campaign. She is a real dedicated gal and deserves your consideration at the Primaries.

Memo from Miss Nomer: "Small children alternate rapidly between being a lump in the throat and a pain in the neck."

See you next week.

Eric Lofgren Serving Aboard USS Ranger

Eric A. Lofgren, airman, USN, son of Dr. and Mrs. W. Lofgren of 200 S. Sunnyside Ave., Sierra Madre, is serving aboard the attack aircraft carrier USS Ranger, operating out of Alameda, Calif.

Ranger recently visited San Diego, Calif., for the first time since 1961. She will conduct exercises with the Fleet Training Group in Southern California for about a month.

Ranger, an 80,000-ton floating airstrip, is capable of launching jet and propeller driven attack aircraft from her more than 10-acre flight deck.

Letters to the Editor . . .

Dear Editor:

Gee, it's great to be old! A good investment, too. I've just finished "figgering" three fictitious income tax reports for 1963. In following the instructions, and with the "telephone" help of the tax office, it appears that retired couples in California, while using only the 10 per cent deduction, may have had a tax-free income of around \$6,000 in 1963. And with itemized deductions, and the dividend exclusion and credit, it is likely that many couples could have had around \$7,000 without paying a tax to the federal government.

If the retirement credit was earned in a non-community property state, and only one credit earned, probably the 1963 credit was reduced by \$1524. This might apply to some couples, who earned their income in a state with no community property laws, and moved to California. The man at the tax office tells me the 1964 retirement credit is going to be much more than the 1963 and the same for all states. From what he tells me, and with the more lenient dividend exclusion and medical deduction, it is possible many retired couples' incomes could reach around \$8,000 before paying one little penny tax in 1964.

Now I went all out with one report and imagined a couple with \$12,000 retirement income (gosh, could it be possible!) and they'd pay for 1963 about \$922 less than they would have paid if they were younger than 65 and with no retirement credit. A nice bonus for being old!

We not only get the tax breaks, but we don't have to wear above-the-knee hemlines, or spiked heels and pointed toes, or bikini

Roberta H. Scott, 39-Year Resident, Passes Away

Miss Roberta Hildreth Scott, age 51 years, of 195 Santa Anita Court, passed away March 9, at Huntington Memorial Hospital, after a lingering illness.

Miss Scott was originally from Oklahoma, but moved to California as a child, 47 years ago. She had lived in Sierra Madre since 1925, and was a sales clerk for the Van de Kamp Bakeries. Survivors include Miss Scott's mother, Mrs. Beulah C. Scott of Sierra Madre; and her father, Mr. Edwin M. Scott Sr., of La Jolla. Also one brother, Mr. Edwin M. Scott Jr., of Tujunga, and three sisters, Mrs. Treva S. Oxford of Alameda, Mrs. Melna Malan of Sierra Madre, and Mrs. Vera Ballou of Oakland.

Funeral services were held March 11 at the Ripple Mortuary Chapel, with Dr. Robert N. Schaper officiating. Miss Scott was a member of Bethany Church. Interment was at Mountain View Cemetery in Altadena. Arrangements were made by Ripple Mortuary of Sierra Madre.

bathing suits, or those goofy hats that look like flower pots turned upside-down. We can always have an excuse for refusing jury duty — can always feel poorly, you know. Can refuse to eat pizza pie, garlic bread, and chili con carne. Can rely on the stomach to help furnish an excuse — can always be organized for our benefit. Young people come to these clubs to entertain us. We can at times indulge in acting sort of queer and odd — such as writing letters to the editor. The juniors and medium juniors only shake their heads and say, "It's the confusion of old age."

Really, old age is the greatest. It's a goal all young people should strive to reach. Many never make it.

—LILLIAN B. SAGE

Dear Editor:

It would appear that Mr. Picante crams his mouth full of undocumented fables — masticates them in the saliva of twisted reasoning and then spews them out in typical liberal fashion.

It is self evident that Picante will eventually strangle himself in his own mess of distorted, irresponsible hogwash!

—BY GOSH

See March 6, issue.

Dear Editor:

In regard to the attitude some of the "Do-Gooders" take concerning "Capital Punishment" in writing letters to the newspapers, and speaking on opinion programs — it seems timely, especially since the assassination of our late President and the trial of his slayers' slayer to write a few words about such an important subject.

If one is acquainted with the Law or even History from ancient times he may see that justice is not to be thwarted or set aside.

We have the Divine Record in the Gospels which

I may not believe in what the man says, but I will defend to my death his right to say it. —(similar words of Voltaire)

attest to the fact that according to Roman Law Capital Punishment is meted out for a Capital Crime or what was considered such in those days.

We hear one of the two thieves saying — concerning their execution, "we indeed justly receive the due reward of our deeds." So men now set themselves up as being wiser than God, and we have some "Do-Gooders" in Government so liberal we wonder how they got there.

In the action we wonder how they got there. In the action of this man Rubenstein, who says he "is a Jew with guts" taking the law into his own hands, and his lawyer trying to excuse him on the plea of insanity, the public has a right to judge what kind of people this generation is producing.

Capital punishment is a must if society is to be preserved — there are too many "ACLU" people around.

Perhaps there are some who will agree with the thoughts expressed here, at least they are free to state their opinions, and as our Editor says, "they have a right to say it whether I agree with them or not" — This is America and we like it that way.

The quotation from the Gospel of Luke is from the Twenty Third Chapter and the Fortieth Verse. It is at the scene of the Crucifixion.

—Name On Request

Dear Editor:

It is a sincere pleasure for me to take the opportunity to commend and thank you and any others responsible for publication in the Sierra Madre News of March 5, 1964, *The Communist Attack on the John Birch Society* by W. Cleon Skousen.

I am not a member of the Birch Society, but have persisted in a careful study of its activities since first at-

Foothill Office For Goldwater Campaign Opens

Mrs. Joanne Ross, daughter of Senator Barry M. Goldwater, greeted friends and visitors at the official grand opening of the Foothill Goldwater for President Headquarters, 501 Foothill Blvd., Sunday afternoon, March 8.

After being introduced by Bob Huether, master of ceremonies, Mrs. Ross told the crowd of over 200 that "You people are the ones who are going to win the election for us, at the precinct level. The reward we will realize from your tireless effort will be one of a return of our government to uncomplicated Constitutional Americanism."

Also attending the affair was Dr. W. S. McBirnie of Voice of Americanism and pastor of the United Community Church in Glendale, and Ed Reinecke, Republican candidate for the 27th Congressional District.

The headquarters, staffed by Foothill volunteers, will be open from 10 a.m. to 6:30 p.m. weekdays; 11 a.m. to 5 p.m. on Saturday, and may be reached by phoning 790-5920. The office will have campaign literature, bumper stickers, pins and many other materials, including copies of "Conscience of a Conservative," written by the Arizonan.

Local Man Serves Aboard Cruiser

George J. Creighan, gunner's mate third class, USN, son of Mrs. Thelma L. Gruber of 581 Old Ranch Rd., Sierra Madre, is participating aboard the light cruiser USS Providence in a coordinated U.S.-Nationalist Chinese amphibious exercise called "Operation Backpack" being conducted off the coast of Taiwan.

Backpack is an exercise to test the amphibious capabilities and readiness of the forces of the Seventh Fleet and the Nationalist Chinese Navy.

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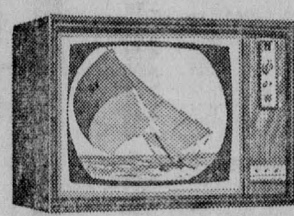
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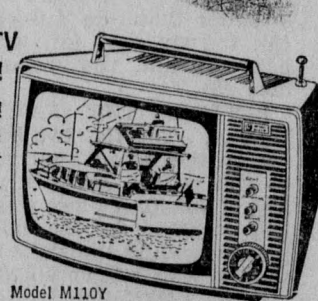


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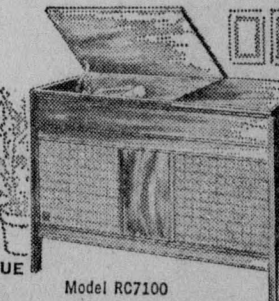
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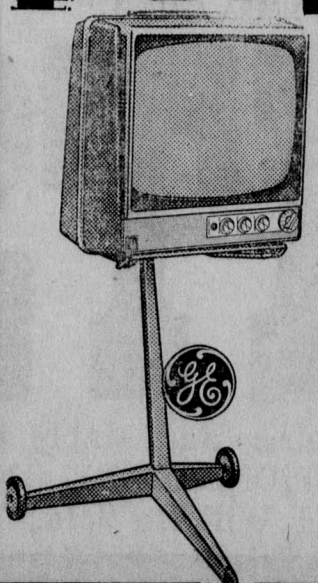
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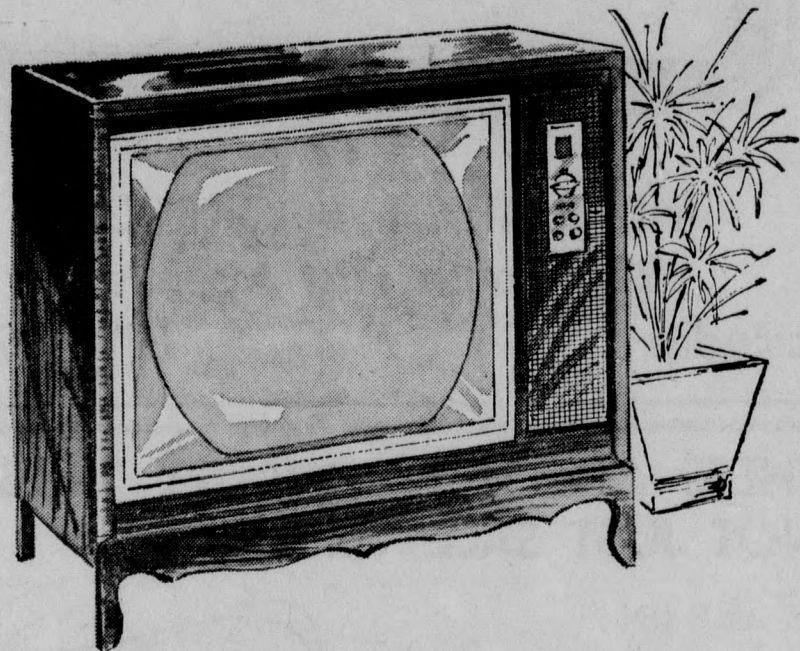
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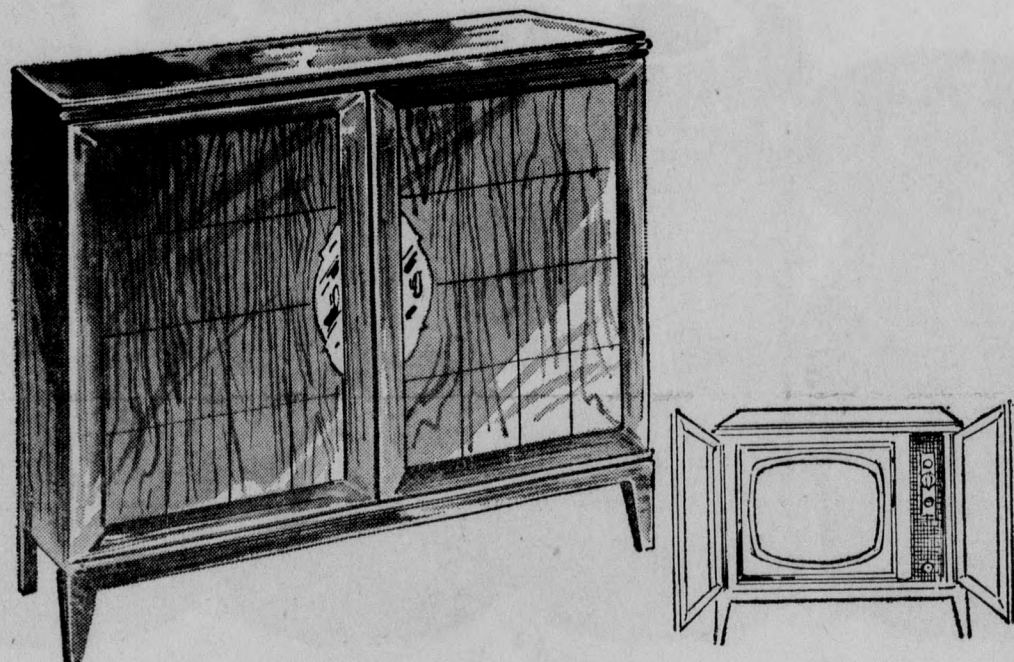
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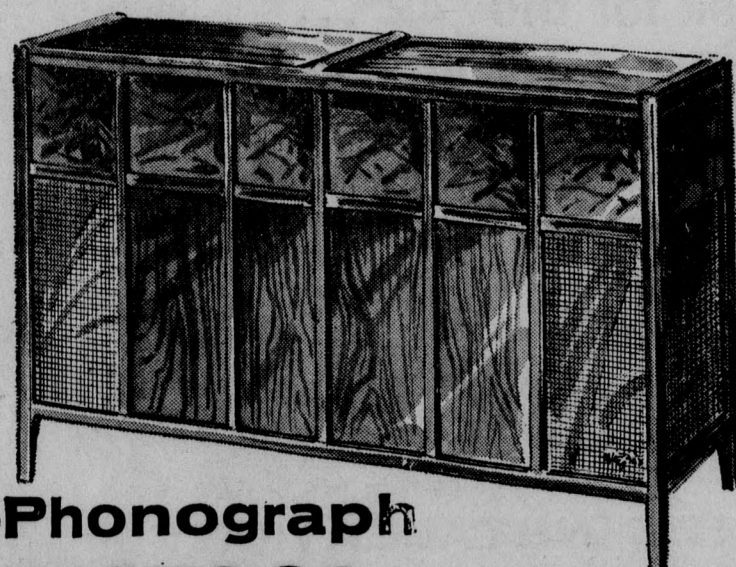
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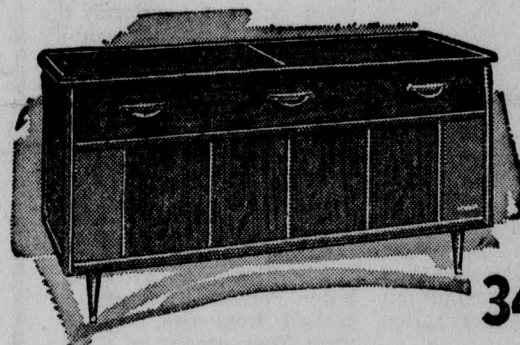
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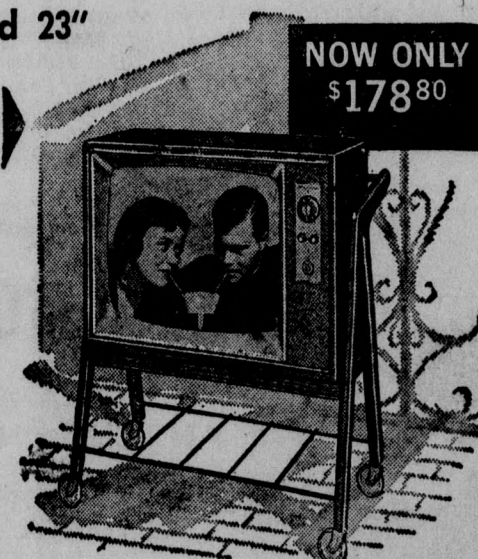
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SIERRA MADRE NEWS—13
Thursday, March 18, 1964

Mrs. Therese Leno Succumbs Mar. 11

Mrs. Therese Leno, age 77, passed away suddenly March 11 in her home at 157 Esperanza Ave. She was originally from Germany, but had been a resident of Sierra Madre for the past 44 years.

Mrs. Leno is survived by two sisters, Mrs. Rose K. Bernitz of Taft, Calif., and Mrs. Bertha W. Thompson of Pittsfield, Mass. Also one nephew, Mr. Robert W. Bernitz of Taft, and a niece, Mrs. Bertha Fuller of Sacramento, Calif. She also had several other nieces in the East.

The funeral services were held on Saturday, March 14, at the Ripple Mortuary Chapel with Rev. Armin Hesse of Faith Lutheran Church officiating. Interment was at Mt. View Cemetery in Altadena. Arrangements were made by Ripple Mortuary of Sierra Madre.

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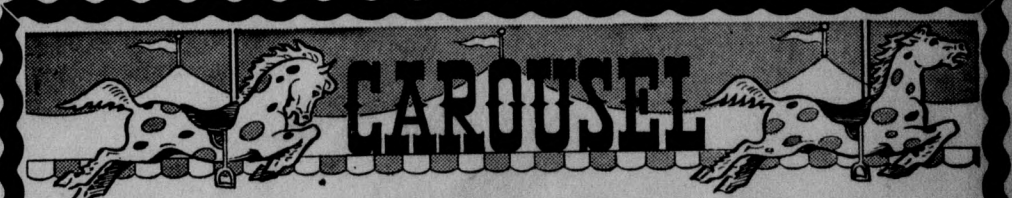
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217 Boys Take La Salle Exams

A total of 217 aspiring freshmen took the La Salle High School qualifying entrance examination recently for enrollment in September, 1964. The group represents the largest ever tested for enrollment at the school; and the number includes representation from a total of 26 elementary and junior high schools in the area.

The results of the program will be made known after May 15.

Attend the Church of Your Choice
This Sunday

David O. May Passes Away

Mr. David Orren May, 83 years old, passed away March 19, after a lengthy illness, at the El Encanto Sanitarium in La Puente.

Mr. May was a farmer, and moved to 143 E. Highland Ave., Sierra Madre, eight years ago. He is survived by one sister, Mrs. Elizabeth J. Halpin of the same address.

The funeral services were held on March 13 at the Ripple Mortuary Chapel, with Rev. Hugh Bell officiating. Interment and the final rites were in Ninnith, Mo.

Arrangements were made by Ripple Mortuary of Sierra Madre.

New Books at S.M. Library

Lockridge, Frances. Quest of the Bogeyman—a mystery novel.

Hurst, Fannie. Fool Be Still—a romance. '68—a novel of presidential politics.

Scott, Virgil I. John Mordeant—a historical novel based on the life of a 17th Century English Royalist. Slaughter, Frank. A Savage Place—a novel of what happened to a young surgeon returned to his home town.

White, Leslie Turner. Wagons West—a novel about a Boston doctor's adventures in the old West.

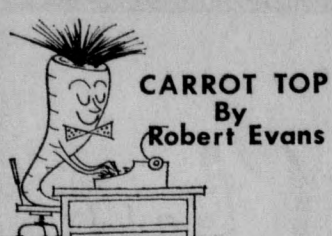
Gifts and Memorials. Hyde, Philip. The Last Redwoods—by R. Robert Evans, Book-a-month fund.

Dog Training Rescheduled

Because of the rain and bad weather last week the Santa Anita Dog Training Group had to postpone the starting dates of its new dog training classes in Arcadia County Park. This group has been training for the past 13 years under the same trainer and hundreds of dogs have kept their good homes because their annoying problems have been taken care of. Any dog five months or older may be enrolled.

The new classes will start on the following dates: Saturday, March 21, at 2 p.m., and Monday, March 23, at 7 p.m. For further information, please call Hillcrest 6-6858 or Elliott 9-1481.

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CARROT TOP
By
Robert Evans

and 26 minutes of every 8-hour day in 1964 just to meet their Federal, State and local tax bills. Passage of the proposed 11 million Federal tax cut may trim the time... but not by much.

—CT—
Speaking of the 11 million PROPOSED tax cut... yours truly gives you the following advice... and you had better heed it now or for ever hold your peace.

—CT—
It smells like one of those so called "Gimmicks" (special apologies to Sewall Clark), a gimmick that will come home to roost about this time next year, when one finds out that in prior years he did not have to dig up extra cash to pay his income tax, because his withholding had fairly well taken care of the situation.

—CT—
I have had estimates given to me by so called statisticians to the point where an employee who finds an additional \$4.50 in his take home pay can quickly add up that he will have about \$234.00 more to spend during the year... and without a doubt will spend same as it comes into the envelope... but alas comes April 15, 1965...

—CT—
And through some hook or crook he finds that he will owe the man with the "long whiskers" approximately \$138... why, when or how, no one knows, but that is the way they say the cookie is going to crumble.

—CT—
Now I have talked to a great many employees over the past couple of weeks and nine out of ten are dropping one or more of their dependents... they feel it is far better... to have next year, than to wake up with a nice tax bill.

—CT—
Of course, this does kill, to some extent, the proposed 11 million tax cut, but on the other hand in 1965, if and when, the laborer does discover he has all of this surplus, then is the time to spend it like crazy.

—CT—
This will be an extremely interesting political year. The last day to register to vote will be April 9 for the June Primary... Better get to hustling and look up last weeks paper and find out your closest registration point.

—CT—
It could start you thinking to give you the following figures... The Federal, State and Local tax receipts for the following years were:
1953—90 billion
1959—110 billion
1960—127 billion
1961—132 billion
1962—141 billion
1963—150 billion
1964—197 billion (estimate)

This has risen from \$707 per capita in 1953 to \$1044 per capita in 1963... think it over.

—CT—
In closing this column for the week I want to leave you with the following thoughts... Freedom is a God-given gift not enjoyed by most of the world. To maintain it we need eternal vigilance against any scheme to replace our American way of life with some foreign ism... see you around I hope, I hope, I hope.

FLOURNOY REPORT

by Assemblyman
Houston L. Flournoy
49TH ASSEMBLY DISTRICT

One of the strange things about AB 46, the bill to create county-wide school districts, is the sudden about-face which it represents in the potential action of the Legislature. Only last year, the Legislature gave the various counties more time to survey school district organization and to propose their own plan for reorganization.

Under what has been called the Master Plan for school district reorganization, efforts have been under way for some years at the county level to review and revise school district organization. Locally formed committees on school district organization have been at work appraising the adequacy of their school districts and proposing improvements. With the approval of the State Board of Education and the voters in the affected districts, substantial changes have been made in many counties of the state—reducing the number of school districts and providing a better foundation for the education of our children.

Under that law these county committees were given a deadline of September, 1963. After that time the state Department of Education was to inherit the authority to propose reorganization plans for the approval of the local voters. It was recognized that some areas might postpone action indefinitely, despite need, and that some means was needed to insure that reorganization was seriously proposed to the local voters within a given period of time. The department also was given a deadline so that proposals would at least be presented for approval, covering the school district organization of the entire state by September, 1965.

At the last session of the Legislature, various efforts were made to extend the deadline, to give the county committees more time before the state department received authority to propose changes. The Assembly approved three different

bills which provided for delay for varying lengths of time. I opposed these extensions, except for cases of demonstrated hardship, where the counties had made sincere efforts. However, the Assembly as a whole approved longer delays. Now, the Legislature is asked to forget all about this locally based method of reorganization. It is asked to lump together not only those areas which haven't tried to improve their district organization, but also those areas which have enacted approved changes, into county-wide units.

It's no wonder that there has been such an outcry of opposition to the bill which would eliminate local participation in school district organization.

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Joe Dauben On Best Debate Team

The Claremont Men's College Forensic Society returned from the 34th Annual Tournament of Champions held March 5, 6 and 7 at Linfield College near Portland, Ore., with five awards.

Mac Kieffer lead the debate squads by winning first place in Junior Men's Lincoln-Douglas (one man) style debate over Stanford University. In Oxford (two man) style debate, the team of Joe Dauben and Duane Quaini had the best record from Claremont Men's College with five wins and one loss. The debate topic was: "Resolved, That the Federal Government Should Guarantee an Opportunity for Higher Education to All Qualified High School Graduates."

Joe is the son of Mr. and Mrs. Elmer J. Dauben, 401 N. Sunnyside, Sierra Madre.

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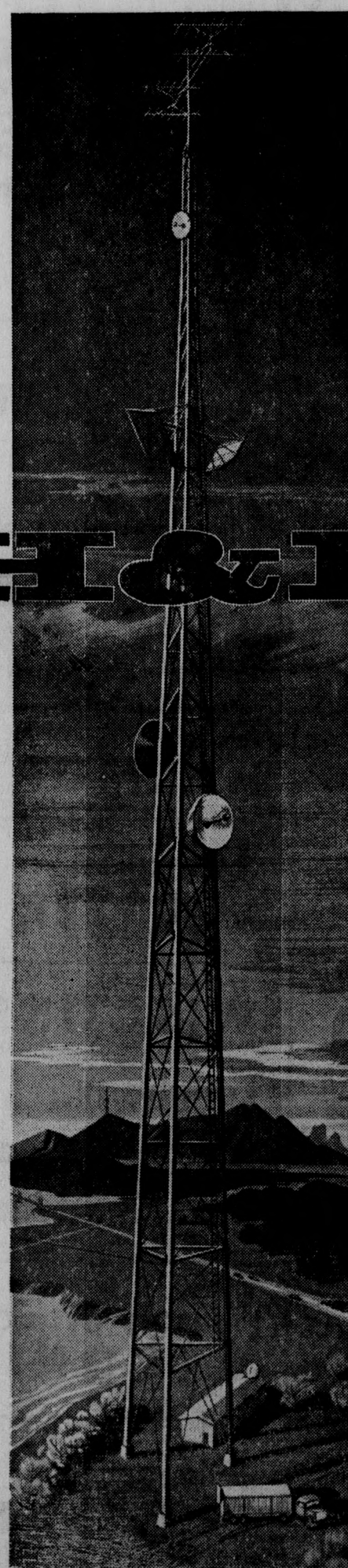
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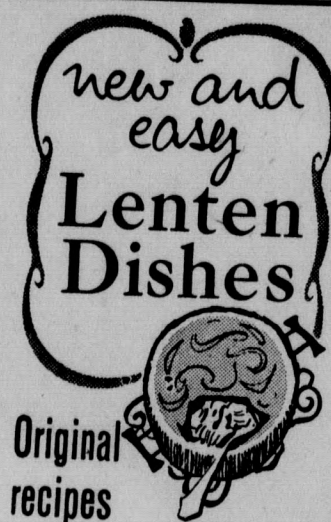
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CHUNK STYLE MPS
NO. 1 TALL
5 for \$1.00



Original recipes
from... Betty Crocker

Noodle Almondine 39¢
Rice Provence 39¢
Rice Milanese 39¢
Noodles Romanoff 39¢
Rice with Valenciana Sauce 39¢

Betty Crocker
CAKE MIXES
13 Varieties
YOUR CHOICE
29¢ 1-LB. 3 OZ.

Spice 'N Apple
Toffee Swirl
White - Yellow
Devil's Food
Chocolate Fudge
Honey Spice
Marble
French Vanilla
Chocolate Malt
Toasted Coco
Milk Chocolate
Lemon Velvet

CARNATION
ALASKA KING CRAB
79¢
7 1/2-OZ. TIN

BUMBLE BEE
TINY SHRIMP
39¢
NO. 1/2 FLAT

DOXSEE
CLAM CHOWDER
303 TIINS
5 for \$1.00

ANDERSENS
SPLIT PEA SOUP
303 TIINS
6 for \$1.00

SUNSHINE
HI-HO CRACKERS
10-OZ. STACK PAK
4 for \$1.00

NABISCO
OREO COOKIES
11-OZ. PKGS.
3 for \$1.00

LIPTON
Chicken Noodle Soup
25¢
2 PAK. CARTON

FROZEN FOOD DEPARTMENT

new
BIRDS EYE
VACUUM SEALED
VEGETABLES
IN BUTTER SAUCE

PEAS
CHOPPED SPINACH
MIXED VEGETABLE
CUT GREEN BEANS
CUT CORN
29¢
SAVE 6c

BROCCOLI SPEARS
FORDHOOK LIMAS
3 for \$1.00
SAVE 17c

Four Fishermen
FISH STICKS
8-OZ. PKG.
3 for \$1.00
53¢
14-OZ. PKG.

Wakefield
CRAB MEAT
Was 83c
6-OZ. PKG.
69¢

Bridgeford Bread
White or Wheat
ONE POUND LOAVES
3 for 39¢

ROESS QUALITY MEATS

FRESH CALIF. GROWN
CHICKEN FRYER PARTS

LEGS and THIGHS 39¢ lb

BREASTS 53¢ lb

WINGS 7 lbs. \$1.00

LIVERS 59¢ lb

GIZZARDS, HEARTS 5 lbs. \$1.00

NECKS and BACKS 3 lbs. 10¢

Veal - Pork - Beef
MEAT LOAF 59¢ lb

Fresh
BEEF TONGUES 33¢ lb

HALIBUT STEAK 69¢ lb

Australian
LOBSTER TAILS 65¢ ea

WISCONSIN CHEESE

Longhorn
Monterey Jack
Mild Cheddar 10-OZ. PKGS. 39¢ ea

Wilson Grade - A -
BACON 49¢ lb

Farmer John
LINK SAUSAGE 25¢ ea
8-OZ. PKG.

CRISPY-FRESH
VEGETABLES



Local Fancy
STRAWBERRIES 3 BASKETS FOR \$1

Fresh Green
ITALIAN SQUASH 19¢ lb

Solid Green
LETTUCE 2 for 25¢

Sweet Navel
ORANGES 2 lbs. 25¢

Idaho No. 1 Russet
POTATOES 8 LB. CELLO BAG 39¢

Fuerte
AVOCADOS 10¢ ea

ROESS MARKET

331 W.
Sierra
Madre
Blvd.
at
Lima St.